

THREE STRONG ARTICLES ON ADVERTISING IN THIS ISSUE

Vol. XII. No. 1.

\$1.00 a Year

JANUARY, 1913

ELECTRICAL MERCHANDISE AND SELLING ELECTRICITY

Published by THE RAE COMPANY. Publication Office, Brattleboro, Vermont

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Benjamin Franklin was
the first printer
that electricity
made famous

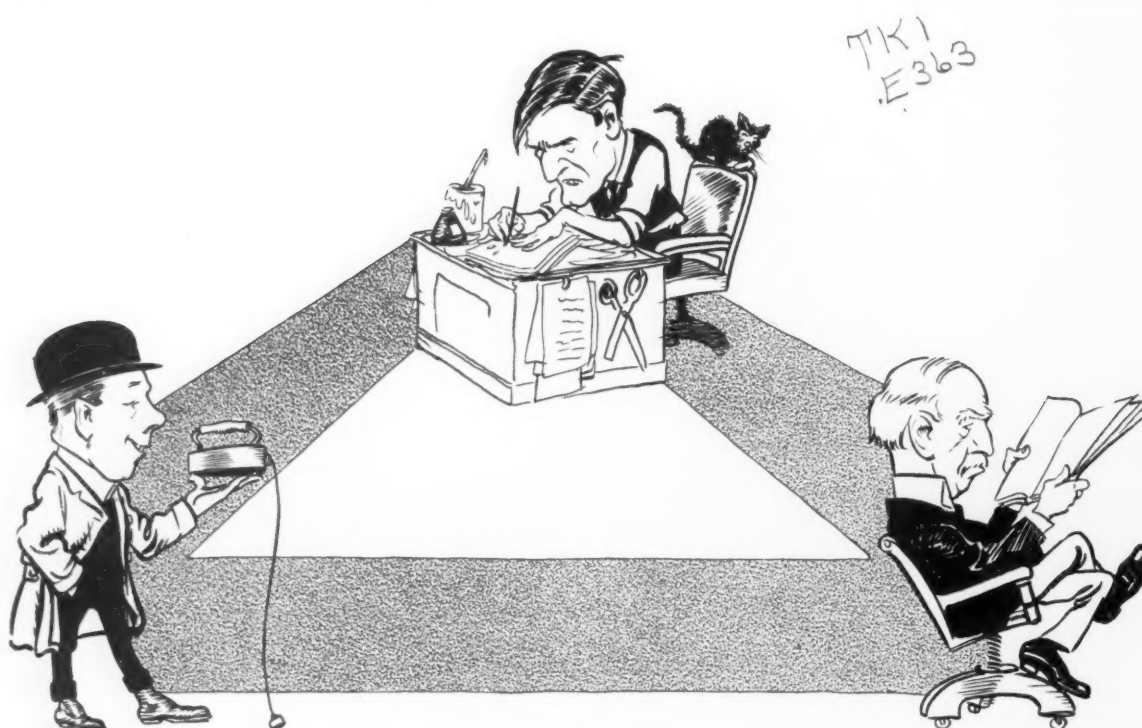
The modern printer
increases his business
fame with a Federal
Electric Sign



Printing press in full operation

Federal Sign System (Electric)

Lake & Desplaines Street
CHICAGO



BE SELFISH—IT PAYS

This paper, as it stands, is worth a dollar a year to you. If it were not, you wouldn't be reading it right now.

Yet this paper is not half as good as it *might be*.

It is not half so good as it *will be*—with your co-operation.

Quality in a publication depends upon two things—money and brains.

So far, we've had to get along with brains alone.

But now, we're asking our readers—and this means you—to help us reach the money.

When we get it, we'll put it back into the paper—most of it. We'll spend it for better articles, better pictures. You will get a better magazine.

Now, there's just one way for this paper to get money honestly: that is from the advertising it prints. And there's just one way to get advertising honestly: that is by proving to advertisers that the *readers* of ELECTRICAL MERCHANDISE are the real *buyers* of electrical merchandise. And there's just one way to prove to the manufacturers that our readers—and this means you—are the real buyers; that is for *you* to tell 'em.

You see, we three constitute a triangle.

The publisher provides a paper that appeals to you. You co-operate by answering the ads and letting the manufacturers know that you are a reader of the paper. The manufacturer does more advertising and pays the publisher more money. The publisher spends the additional money in bettering the magazine.

Look at it from the most selfish standpoint: you want a better magazine—more for your money. Be selfish, then, and—**Answer the Ads.**

Frank B. Roe, Jr.

Jan 27/16
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ELECTRICAL-MERCHANDISE. and SELLING ELECTRICITY

VOLUME XII JANUARY, 1913 NUMBER 1

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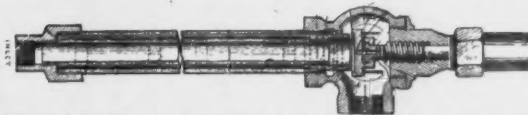
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INCREASED PROFIT FROM STEAM HEATING

Central Stations operating
steam heating plants can improve
their service and increase their
profits by installing the

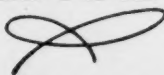
BARTON EXPANSION AUTOMATIC STEAM TRAP

It saves steam. It keeps the coils always at maximum temperature. It operates automati-
cally and invariably, without regard to the temperature to which it is exposed, and under high
pressure, low pressure or vacuum. Brief booklet tells the story. Write for it.

Automatic Steam Trap & Specialty Company

West 2nd and Noble St.
Cleveland, Ohiofor **8 $\frac{1}{3}$ c** (\$1.00 per year)THIS IS WHAT YOU GET
THE RAE COMPANY

"American
Beauty"
Electric Iron
The Best
By Ironing Board
Test

GUARANTEED FOR
ALL TIME

American Electrical Heater Company

1335 WOODWARD AVE.
DETROIT, MICHIGAN, U. S. A.
OLDEST AND LARGEST MAKERS

AMERICAN

Sterling Lamps

have built up for themselves
a reputation based upon
Quality—Sterling Quality.For this reason there
comes to the distributor of
Sterling lamps, large sales
with minimum effort.Add to this the benefits
accruing from our coopera-
tive plan and you have a
practically guaranteed busi-
ness from the start.Write us to-day for par-
ticulars.Sterling Electric Lamp Works
of
General Electric Company
Warren, Ohio

THE GREENWOOD ADVERTISING COMPANY

will open a new factory this month in Los Angeles, Cal. It will practically duplicate in size, equipment and in efficiency the Knoxville, Tenn., factory that has made the Greenwood Reputation for

Individuality

The Greenwoods are prospering because our designers are REAL ARTISTS, our superintendents are REAL MASTER-MECHANICS, our executives are PRACTICAL BUSINESS MEN with ACTUAL CENTRAL-STATION COMMERCIAL EXPERIENCE.

A new Greenwood catalog is just off the press. If you are not familiar with the kind of work the Greenwoods have been doing write for a copy. We are ready to furnish you designs immediately, with studied original suggestions to fit the work the sign must do.

With our two factories we are ready to handle business of any size or nature in any part of the country.

Send your next order to

Greenwood Advertising Company
Knoxville, Tenn.

Largest manufacturers of *Individual* electric signs in the Country

ELECTRICAL MERCHANDISE AND SELLING ELECTRICITY

Edited by FRANK B. RAE, Jr.

EARL E. WHITEHORNE, Managing Editor

Advertising An Electric Store

The Story of A Promotion Campaign in Philadelphia

By W. E. BAYARD

[This article is of more than passing interest. It is more than just the story of an advertising campaign; it gives an open look at the working out of the underlying theory and objective of what is probably the first publicity campaign ever undertaken for the development of an independent electric store. No attempt is made to record the history of this electric store as a business enterprise for it has not yet been long enough established to be productive of usable data. Mr. Bayard confines himself to the theory and sequence of the advertising itself, believing that the reading of these quotations from the Buchanan letters and folders and newspaper ads will be not only interesting but suggestive and instructive to the many of our readers who themselves are writing appliance advertising for their companies.]

The Buchanan Electric Store has enjoyed a constantly increasing volume of business that naturally culminated with the Christmas market. This advertising campaign has been productive of many evidences of a growing public interest and appreciation in Philadelphia that promises well for the prosperity of this pioneer household electric store.—Editor.]



N the early part of May, last year, J. F. Buchanan & Co., of Philadelphia, determined to establish in that city a household store for the sale of electrical appliances. The Buchanan Company was well known in Philadelphia, having been established there for some eighteen years as electrical jobbers, engineers and contractors,

two months for establishment and organization, also the opportunity presented itself to secure a most desirable store, Number 1719 Chestnut Street, right in the household store district. In front of this store pass many lines of street cars, which carry the shoppers and business people coming down town from the most productive city-residence and suburban sections. About the store at No. 1719 are located the high-class grocers, house furnishers, milliners and similar shops patronized by the class of people who are the most promising prospects for an electric store. Chestnut Street is the route of incoming automobiles and the trend of business growth is favorable.

The advertising problem, therefore, was clear-cut—to establish the identity of this

in and look it over. After that everything naturally depended on the novelty and appeal of the store and the goods displayed, and the influence of the salesmanship and good service encountered. This article will confine itself to the campaign of advertising which was instituted for the promotion of the Buchanan Electric Store and the development of its opportunity. The publicity scheme adapted resolved itself into two classes of advertising—public display in newspapers and street cars, and an independent, though co-ordinating campaign of direct-by-mail letters and folders sent to carefully compiled lists of city and near-suburban homes.

The first concern was to create or adopt a characteristic style of advertising that



This marks the electric store from down the street. The beacon flashes from the lighthouse on top of the sign

and could therefore undertake the work of a broader development of the local market for electrical merchandise with an intimate knowledge of Philadelphia traditions. The store was formally opened on the first day of July.

Of course, the month of July was not the ideal time to launch a retail enterprise of this nature, with the hot summer weeks close at hand, when Philadelphia house-keepers scatter to the shore; but it provided

new Electric Store and its location in the minds of the public, and to arouse enough curiosity and interest to cause them to stop

might be persistently and consistently maintained to first make the ads familiar to the people of Philadelphia, that next, the



The interior of the Buchanan Store. Note the transparency sign on the rear wall

goods they advertised and then the store itself might be known and understood and appreciated. The appropriation available for advertising the Buchanan Electric Store was not large enough to permit of the use of large space in the newspapers; it was essential, in consequence, to develop a type of ad so positive and conspicuous that a strong impression could be delivered from a very small space. Therefore, in other words, the idea was to use a distinctive style, that would build up a reputation for the ads, first of all, and then through the influence of the copy, make known the character of the store and the appeal of its merchandise.

After much experimenting with words and pictures, a novel type of illustration and firm signature was worked out, and a cheerful, breezy manner of expression, that seemed to give the most conspicuous effect with the most economical size of ad. In fact, it developed that practically as strong an impression was obtained from a five or six inch single column ad as from a double column space of the same length. So a single column ad of this size was adopted for the campaign.

The standard illustration adopted was a round black spot, with a man or a woman or both—and sometimes children—cut out in white relief. Each picture featured the use of some electric domestic appliance and the characters were costumed in a combination of Quaker and Colonial garb. The William Penn—Quaker figure, of course—is the most conventional and hackneyed character found in Philadelphia advertising, and it was chosen deliberately, because in the small space to be used no picture in itself diverting or purely decorative or at all involved, could be risked. The purpose was not to make either an ingenious, clever or even pleasing picture, but rather a striking, cheerful and familiar picture that would flag your eye, make you subconsciously say,—“Well, what’s Penn doing this time?”—then, look casually, and pass on to the ad-message at the suggestion of the picture. The ad was well balanced by the two black spots, the picture and the firm name, and well held together and this character was never varied. At the same time, the picture and copy changed constantly and kept interesting. The reproduction of the full page in *The Evening Telegraph*, (Page 7),

signature cuts were used throughout all advertising for the Buchanan Electric Store, on street car cards, letter heads, folders, calling cards, “Guarantee Certificates” in theatre programs and on all descriptive and price cards used in the store. Philadelphia

a week, Monday and Friday in *The Bulletin* and Tuesday and Thursday in *The Telegraph*. These two journals covered the field effectually. During the month of December until the day before Christmas, similar ads appeared in the morning papers on the open

JOHN F. BUCHANAN,
PRESIDENT
EDWARD C. WILKINSON, JR.,
SECRETARY

**ELECTRIC
BUCHANAN
STORE**

1719 CHESTNUT STREET
PHILADELPHIA

August Thirteenth.

Ella C. Williamson,
1321 Spruce St.,
Philadelphia, Pa.

Dear Madam:—

Buchanan's is a brand new kind of store. A few years ago an Electric Store would have been impossible. Now it's necessary to you and every other Philadelphia family.

Suppose you want to move the reading light in the living room--

Suppose the fan doesn't seem to work right--

Suppose you want to try or buy one of the dozens of electrical home-comforts that everybody is talking about now-a-days--

You haven't known where to go heretofore. Now it's easy -- try Buchanan's - The Electric Store - and you'll find it, or our FIXIT CORNER will take care of it.


We're on Chestnut Street near Seventeenth -- #1719.

If you're coming in on the street car, get off at Eighteenth Street. If you're motoring, we're in the middle of the square, on the left side. It's handy any way you come.

Drop in.

Very truly yours,

P. S. - Watch the Ads.



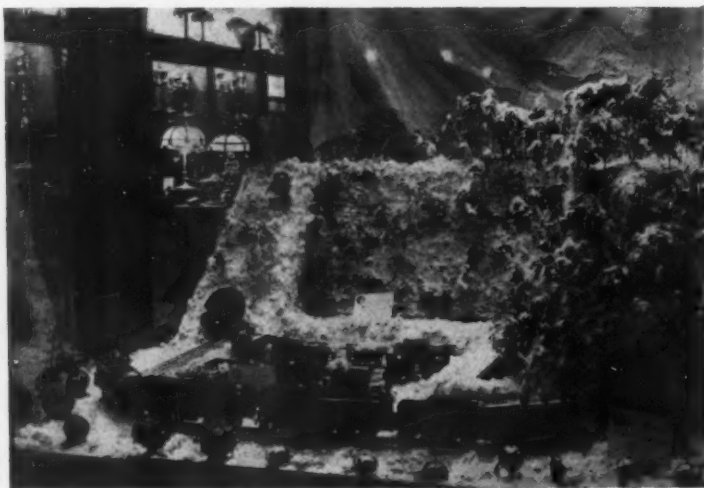
Reproduction of one of the campaign letters. Each mailing bore the same postscript and was facsimile pen-signed

is cursed with duplicating telephone systems, so it was necessary to feature both numbers. A picture of a telephone instrument was used to make it more effective and less burdensome.

days. The size of space used was maintained absolutely. There were no expensive introductory spreads, nor holiday splurges. It wasn't possible to compete with Department Store spaces. The first ad was just like any other, a simple effort to make friends. The car cards were distributed over all promising street railway lines feeding the district. Advertisements appeared in every alternate car—a “one half run”—with new cards inserted each month.

The direct-by-mail campaign embraced nine mailings and 5000 names divided into four lists. List No. 1 received three mailings in July, one a month from August through November, and two in December. List No. 2 received three mailings in August and thereafter the same as List No. 1. List No. 3 received three mailings in September and from thereon the same. List No. 4 received three mailings in October and after that the same as List No. 1. This gradual acceleration was provided, both because it seemed unwise to make too great an expenditure in July and August and also to enable the new organization to take hold gradually. At the same time, the store was open and the benefit of the influence of immediate activity could not be sacrificed. Throughout all the letters and folders, there were ever these four objectives:—

1. To impress the prospect with the fact that this was a brand new kind of store, worth a visit.
2. To make it clear that visitors were welcome as visitors.



One of the special feature windows displayed before Christmas

shows how these Buchanan ads stand out in the busy page, and what an economical space they occupy. The three ads (Page 5), give a clear idea of the style and swing of the copy.

These characteristic “black spots” and

The advertising began with July and worked up to a culmination in the Christmas market. All publicity has been discontinued at the beginning of the new year. From July to November inclusive, newspaper ads appeared in the evening four days

3. To suggest the interesting variety of novel and appealing home comforts on display and eager to be demonstrated and tried personally.

4. To make the prospect realize and consider the opportunity offered by electric appliances for the solving of the household labor and economy problem.

The November and December mailings naturally were all aimed at the Christmas market. The letters were all processed on the printing press through an inked ribbon, and reproduced in black with script signature. The effect was strong, as is shown on Page 4.

This was letter No. 1.

Letter No. 2 followed—It read:—

We would like to own some of the money in your wallet, just a little at a time, as convenient to you. But it's an honest ambition you'll approve.

We have opened an Electric Store handy at No. 1719 Chestnut Street, a store for the household, right where you do your household shopping. We have stocked it with all the little things and all the big things that modern electric service offers. It is chock full of suggestions and inexpensive opportunities for more real comfort in the home. In your home.

The next time you're close by, won't you stop in and see what this Electric Store really is? That wallet will be in no danger from us, but you'll want lots of these things, for they'll appeal to you—whether you buy them now or not.

Letter No. 3 read:—

We've got some curious notions about store keeping—one of our neighbors tells us so. We've fitted up a handsome Electric Store—handy at No. 1719 Chestnut Street. We've stocked it with every electric appliance and convenience, big and little, that can save you money or make life less worksome. And now we're telling you about it—and yet—

And yet—when you come to see us in our new Electric Store, we show you everything that is interesting, we tell you everything that's interesting and we say "Good Bye"—friendly fashion—without extracting a single coin—if you feel that way about it.

We know that when you see what we have here in our Electric Store, there are several things you'll want pretty bad. You'll buy them when you're good and ready and we're willing to wait. BUT when you're near Seventeenth and Chestnut Streets, we'll be mighty glad to show you our new store.

Each list received these three letters as the initial mailings, with Folders No. 1, 2 and 3. These folders were characteristic in style. When folded, as they came out of the envelope, both sides were the same, a hand-lettered title and a black-spot picture at the top. As a result, no matter how the folder came out, no matter how it fell, it was right-side up, best-foot-foremost. Different cuts were used, however, on front and back. Most of the enclosures were eight-page folders, with a double fold—that is, the spread folder was folded once to half size and then

folded over again as shown on this page. This was Folder No. 4. The amount of printed matter may seem excessive, but it was cheerful, breezy and carried you through and yet told the story with convincing thoroughness.

Folder No. 1 was entitled "A Word from a New Friend," which indicates its character. Folder No. 2 was called, "A Few Things That Help in Hot Weather." Folder No. 3 was called, "The Heavy Troubles of the Housekeeper." It was an invitation to



You push a button and your shaving water's hot, in the mug, before your razor's out.

The electric shaving mug means a quick, luxurious shave—always ready—in any room. Only costs \$3.00.

Come in and try it with your own two hands—see the other home comforts at



1719 Chestnut Street



Heat the baby's bottle the electric way.

No risky alcohol, no fuss with lamps, no match hunts—no long, sleepy waits at night, no stubbed toes, no catching cold.

The baby's bottle warmer costs only \$6.50.

Come and try it with your own two hands at



1719 Chestnut Street



Throw away the hot-water bottle—it gets cold and it wears out and leaks.

The electric heating pad lasts many busy years—it stays hot—plugs in any socket—warms up the bed winter nights—soothes rheumatism—cuddles close and helps the other aches and pains.

And it costs only \$6.40.



1719 Chestnut Street

Three specimen newspaper ads. Each ad appeared but once in any one daily paper throughout the campaign

come to the Electric Store and see the electric antidotes for the burden of laundry work, sweeping and silver polishing.

Letter No. 4 followed. It read:—

About every two days some clever "bromide" exclaims,—"My! What would we ever do without the telephone! After you once have it in your house—"—and more of the same.

It's the same way about the ELECTRIC STORE—BUCHANAN'S. There never has been one like it in Philadelphia but— We have all those electric home comforts here that you have read about but have never tried with your own two hands. We have a Fixit Corner. Come in the ELECTRIC STORE the next time you're on Chestnut Street (No. 1719).

We are mighty pleased when people drop in and use appliances—whether they make a purchase or not. The store is bright and cheerful and there are special resting seats for guests. Come and see.

It carried Folder No. 4 (shown below.)

It will pay you to come in here and see these things at the ELECTRIC STORE—handy at No. 1719 Chestnut Street. We will be mighty glad to see you any day.

With it went Folder No. 5 entitled—"Why Spill the Flour?"—suggested by the following paragraphs quoted from the inside columns:—

Buying a sack of flour isn't a very serious matter—we don't begrudge the money for a minute—but if the cook lets that bag lie over on its side and wastes about a third of it over the floor of the pantry, we do object. Yet, it isn't the cost of the wasted flour that hurts our feelings; it's the wanton throwing away of the good flour itself. We know that we ought to have the benefit of every bit of it and enjoy it in fresh home-made bread, in rolls—piping hot—and in big, golden "pop-overs."

And we're right. That's the way to look at it—and that's the way we should feel about the electric current we buy.

Electric current is exactly like flour, or soap, or anything else we buy and use up; we can be careless and

Which shall I buy first

UR grandmothers shook their heads over the sewing machine—"If you want to sew," they said—"you've got to sew."—But our mothers tried it and found that it did the work skillfully and freed hours of labor and saved money because more sewing was done in the house.

Thousands of housekeepers today are wondering about the electric washing machine—Does it do the work thoroughly? Can it be entrusted to a servant? Is there danger of tearing the clothes? Does it really save money in a small family? Which machine is the best to buy?

They are wondering about the electric vacuum cleaner—Will it really clean heavy rugs? Is it actually worth the cost where a servant does the work? They are wondering about the electric fireless cooker, and the electric kitchen motor, and the other little electric household devices. What is the answer?

It paid their mothers to investigate these bigger, better opportunities to save work and worry and expense in their business of housekeeping. They can come to the ELECTRIC STORE—BUCHANAN'S—handy at 1719 Chestnut Street—and try all these things with their own two hands.

We have a place in the ELECTRIC STORE where you can study and try these appliances under home conditions and find out just what they are worth to you. Come and see.

ELECTRIC BUCHANAN STORE
1719 Chestnut Street

Come and see

WE were talking to a Philadelphia lady the other day, here in the Electric Store, and she said, "What shall I buy first? I want a lot of these little electric home comforts, but I will have to buy them one at a time. Where shall I begin?" We told her, and we'll tell you, for perhaps you too have felt the same way about it.

WE are talking now about the little devices—not the washing machine, vacuum cleaner, and electric fireless cooker—they are larger, more expensive household investments that are bought for the efficiency and economy they bring. We mean the little devices—the flu-iron, toaster, heating pad, baby's bottle warmer, and teapots—that cost a few dollars each, and carry ten

times that much in solid comfort and convenience.

Among these first of all comes the electric flu-iron. After light, that is the first step in the electric equipment of the home. It is invaluable to the women of the household and a constant convenience for pressing dusty garments and smoothing out the marks of a rainy day. The electric iron needs no description now-a-days.

NEXT comes the electric heating pad. It accomplishes all that the hot-water bag does—all that it tries to do and cannot—there's a hot-water bag in every home. It's a soft, pliable, down-covered pad, that cuddles close to the body and soothes all kinds of aches and pains. It brings relief to rheumatism and neuralgia. Put it between the sheets and it warms the bed before you get in; leave it there, and it cheers cold feet.

But where there is a wee one in the family and a bottle to warm o'night, it's a treat—whether the heating pad should come before the baby's bottle warmer. Better buy both. This bottle warmer is a handy

covered receptacle for water. An electric heater in a spiral coil sets into it and the bottle stands within the coil and heats—just enough—when you press the button. No more match hunts, no more fuss with a lamp, no more risky alcohol, no more shivers and catching cold, no more stubbed toes. It waits beside the bed, till the baby wakes.

THEN there are the little cooking comforts for the table—the toaster, the chafing dish, the grill, the percolator, the teapot, and the rest. It's hard to say which comes first. To watch the toast crisp there on the table—and smell it—makes toast more delicious than ever before. To have a chafing dish that needs no lamp-filling and match-striking, means a chafing dish that is used—near much more on the pantry shelf.

But we're making the most economical and satisfying equipment and we'll compromise. After the bottle warmer buy the new "radiant grill"; it is a combination of parts that makes meat, grill broils, bakes eggs, fries or poaches 'em. You can poach the eggs, and the pan away and keep the grill on the

table to make toast. It's a universal cooking tool.

After that buy a teapot, then a percolator—unless coffee makes the stronger appeal. But again you are free from the risks, mess, and bother of spirit lamp and matches. You are always ready—and the tea and the coffee is the best that can be made. There's coffee for breakfast and after dinner, there's tea for luncheon and at the tea table—made before your eyes with a touch of luxury that appeals to every man and every woman.

THERE are other electric home comforts in the Electric Store—lots of them—curling irons, shaving mugs that heat the water, cigar lighters, bedstead lights, pocket flash lights for hunting "specks," radiators, turn-down lamps, fans—lots of things; but if you ask us—"Which shall I buy first?"—this is our advice.

Come and see

ELECTRIC BUCHANAN STORE
1719 Chestnut Street

waste it, or we can utilize it and get comfort from every bit of it. And as long as we're buying it and it's ours, why not?

Within the last few years a new incandescent lamp has been perfected.

You see the money value of the light you waste isn't much—but its comfort value is just like the hot-muffin value of that spilled flour. It's worth a lot. You can use it in a heating pad to soothe aches and pains and cheer cold feet. You can use it to heat the baby's bottle the electric way. You can use it in an electric flatiron, or to heat the shaving water, or to make toast

two hands." Besides the black-spot cut at the foot of every letter was the postscript—"Watch the Ads"—the ads said—"Come and see"—Also the store is always referred to as—"the Electric Store—Buchanan's." A steady, consistent effort was made to impress the Philadelphia public with these few simple thoughts, that would inevitably lead to a visit and an opportunity to apply the influence of salesmanship and good service.

Letter No. 6 read:—

When you buy a chicken for so-much-a-pound, you buy a complete chicken—in'ards, out'ards and ends. What you can't eat you throw away and how much a pound you pay for the meat you really don't know. It's the same way right through the business of house-keeping.

The biggest item of expense is servant hire, and in most homes about one-third of the time and energy you are paying for is wasted in the old methods of washing, ironing, sweeping, stove tending and silver cleaning. We have electrical appliances here in THE ELECTRIC STORE—BUCHANAN'S—that will save that wasted one-third. That means two servants instead of three or its equivalent. It means infinite relief to the house-keeper from expense, worry and responsibility.

These electric household devices are not only comforts and conveniences; they are efficiencies and economies that bring many dollars saved. You'll have to go on buying legs and necks with your chicken but you can stop that other waste. Drop in at No. 1719 Chestnut Street and we'll show you.

With this letter went Folder No. 6 called "About the Habit-habit"—the first gun in the Christmas campaign. In the introductory copy, it pictured the winter comforts of electric service. In the inside columns it began:—

Who wants to think about Christmas Gifts—in the middle of October? Not I!—you say. "Let sleeping dogs lie."

We will—but—here's something to turn over in your mind while you still feel that way about it.

Why do most grown-ups dread Christmas shopping? It's the habit-habit that spoils the party. It's the habit-habit that takes the fun out of it and makes it hard and doubt-filled work. We'll show you how to put salt on the tail of this habit-habit and keep it from bothering you this year.

Of course, we don't begin our Christmas shopping early enough; we all know that. But that's not the real trouble. We've inherited the ancient habit of not deciding what we want for these friends of ours before we start out to buy.

Christmas shopping becomes Christmas hunting. Instead of the fun of buying the thing that we know will be a surprise and delight, something that will be appreciated and used with lasting pleasure, we wander, seek and squander for just something that "will do," because the inexorable list goads us on. It's the Christmas habit—and our habit-habit holds us to it.

Here's our suggestion.

Letter No. 7 went out on November 22nd. It was the first Christmas letter:—

There's no way to sidestep Christmas. It's right there on the calendar and everybody knows it. Better get a few real ideas together early—now—before the wild Spenderfest sets in.

In the ELECTRIC STORE—BUCHANAN'S—we have an endless variety of electrical home comforts that make the most satisfying Christmas gifts. There is a big selection in very moderate price—for single folk as well as married ones—all kinds.

Right now, before you're hurried and the shops are jammed and wearisome, come in the ELECTRIC STORE and look at things. We'll take instructions for delivery or shipment the week before Christmas.

Letter No. 8 was mailed on December 5th and read:—

Here is a little suggestive Christmas List which we believe will be helpful. We are all teasing our brains, right now, for "something new," "something different," something he, she or they will use and appreciate. You'll find some real inspirations in the ELECTRIC STORE—BUCHANAN'S.

These devices are not expensive as you'll see by the list and they last for many active years. We know that you will be interested if you will come to the ELECTRIC STORE and look them over. We will do all we can to help you—at No. 1719 Chestnut Street.

Letter No. 9 was sent December 7th, the last appeal before Christmas Day:—

Foot-sore and weary, the over-worked Christmas Lists are walking the streets and everybody's mutter-

ing—"I wonder if she'd like that?"—"I wonder if this will do?" We all know how we all suffer.

Here's just one word of sound advice. Come to the ELECTRIC STORE—BUCHANAN'S. Everything we have here is useful. Everything is new. Everything is the kind that lasts and is used and enjoyed for years. That's the kind of a Christmas gift worth giving. All sorts of prices.

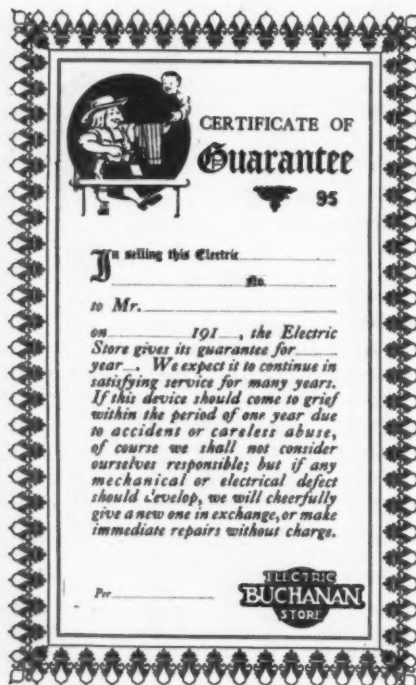
Here are a few suggestions for that tired list. Look them over and then drop into the ELECTRIC STORE at No. 1719 Chestnut Street. We know we can help you and we'll be tickled to death to do it.

With letter No. 7 was enclosed a booklet of 16 pages and cover—"A Christmas List—Gifts of Service." There was a foreword, 12 pages each listing four electric home comforts, suitable for Christmas gifts, with the price and a short, crisp description. The cut below shows a sample page. There were two pages of index—"Gifts for a Woman"—"Gifts for a Man"—"Gifts for the Home."

Date _____ Term of Guarantee _____
 Customer _____
 Address _____
 Article _____
 Mfd. by _____ Mfr. No. _____
 Remarks _____

95

Salesman



The certificate of guarantee made out to cover each appliance sold. The stub gives data for mailing list

on the table. You can use it to operate the chafing dish or the coffee percolator, without the risk and trouble of spirit lamp and matches.

It's all clear gain. You are simply saving the current that you have been wasting and it is bringing you conveniences and luxuries that you've never known before. And it's as simple as propping up that flour sack.

In the introductory page of this folder was this appealing "service" talk:—

Most people seem to feel that if they go into a store and look around and ask questions and handle things—they must make some purchase before they go out or the store-keeper won't like it. Not that they care two peanuts for the store-keeper—you understand—but they sort o' feel that it's cheeky. And nobody likes to feel that way.

We want to impress you with one thing about the Electric Store—Buchanan's; it's not that kind of a place.

We invite you to the Electric Store, as a guest of Buchanan's; and we'll bid you good-bye as cordially as we have welcomed you, whether you have made a purchase or not. You see, that's not the point. We're not just trying to make a sale; we hope to win a friend and a customer. We want you to see all the electric home comforts we have here. We want you to try them with your own two hands. We want you to realize how our Fixit Corner can help you in making small repairs.

We have provided comfortable seats, a desk, a telephone, writing materials, cold, electrically sterilized water; all waiting for you in a quiet corner. And the store is full of interesting things that you will enjoy some day. Come and see.

You notice right through this Buchanan advertising constant use is made of the phrases—"electric home comforts"—"Come and see"—and "Try them with your own

COME

BUCHANAN

and SEE



The Electric Combination Grill \$8.50

It boils eggs, it poaches and fries 'em, it grills bacon or makes toast. The handiest little comfort ever invented. You use it on the table.

Art Glass Table Lamps \$6.00 up

There are all kinds of handsome lamps—big and little in size and price. A wide range of color treatment.

Restful Reading Lamps \$5.00

Electric Reading Lamps that throw a clear, easy light right on the book, and shade the eyes, are the most comfortable and satisfying. A good gift for any home.

Piano Lamps—Large and Small \$6.00 up

The piano needs a light so that we may all crowd round, and sing, and see clearly. There are several kinds, appropriate for Christmas.



ART GLASS TABLE LAMPS

Sample page of Christmas List. The back cover was a shopping list tear-off

The back cover, inside and out, was a Shopping List, an alphabetical list of the appliances featured in the other pages, and after each the word "For" and a blank for writing a name. This shopping list was perforated to tear off and be carried in the hand bag.

With Letter No. 8 another copy of the complete Christmas List was sent out, and with Letter No. 9 a separate Shopping List was enclosed. This completed the campaign.

Interesting features of the service planned for the support of this campaign were a

James Madison Had Much to Do With Framing U. S. Constitution

Sensible and Lacking in
Vivacity, but Proved
of Great Value to His
Country.

MADISON'S NAME ALSO
FIGURES IN HISTORY



James Madison, one of the Founding Fathers of the United States, is shown in a portrait. He is a man with dark hair, wearing a suit and tie. The portrait is framed by a decorative border.

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WEBBER DENIES PLOT TO KILL ROSENTHAL

Home from Havana, Indiana
Says Common Sense Would
Only Be a Good Guide

NEWS TO ME, SAYS MOORE

James Madison, one of the Founding Fathers of the United States, is shown in a portrait. He is a man with dark hair, wearing a suit and tie. The portrait is framed by a decorative border.

CUTS OFF WIFE WITH \$50

Woman Threats, Says in Statement
of \$500

NEWS TO ME, SAYS MOORE

James Madison, one of the Founding Fathers of the United States, is shown in a portrait. He is a man with dark hair, wearing a suit and tie. The portrait is framed by a decorative border.

DRILL LOFTON GETS \$4,000

Will Demand Pardon by Day in
Chicago, Says

NEWS TO ME, SAYS MOORE

James Madison, one of the Founding Fathers of the United States, is shown in a portrait. He is a man with dark hair, wearing a suit and tie. The portrait is framed by a decorative border.

Keep Ahead By Telegraph

In the Holiday Rush
No time to write letters
and wait for mails during
this busy season.

Western Union services
will enable you to speed
up your business.

Use Fast Telegrams
Day Letters
Night Letters

THE WESTERN UNION TELEGRAPH COMPANY

LET SHAMROCK TRADING STAMPS BUY YOUR XMAS GIFTS

New Shamrock Stamp \$2.50
Each Shamrock Stamp \$1.00

Philadelphia's Christmas Store!

A BEAUTIFUL display of Christmas goods is shown in the advertisement. The goods are arranged in a neat and attractive manner, with various items like toys, books, and gifts.

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Along with the window displays, the store table displays, the counter displays and in the cases, small store cards are used. These are hand-lettered and all bear the black spot. They serve well to describe and explain the appliances. They are all bright and breezy, read easily and make the displays live and suggestive.

Outside the store is a big and striking electric sign, and the two show windows afford every opportunity for appealing presentation. The Electric Store—Buchanan—is exerting a strong, growing, and successful influence on the city of Philadelphia and proving a profitable factor in the development of the popular appreciation and demand for our modern electric home comforts.

Two New N. E. L. A. Section Bulletins

With each new bulletin brought out by the member companies of the N. E. L. A., there has been a noticeable strengthening of the organization. In the same way that much good has been accomplished by the banding together of electric light companies into a national body, so in like manner this co-operative principle when carried out in the individual companies makes for local social and business betterment within the company.

Because of the fact that these new section bulletins aid in this work by bringing together into the fold non-member employees of the respective companies, they are deserving of special encouragement. It therefore is gratifying to note the appearance of the "Union Electric Bulletin" brought out by the Company Section of the Union Electric Light and Power Company of St. Louis, Mo., and the "Mesco News" brought out by the company section of the Metropolitan Electric Company of Reading, Pa. The former made its initial bow to the public in the January issue, and the latter in the December issue.

Mississippi Electric Association

The fifth annual meeting of the Mississippi Electric Association will be held at Natchez, April 21, 22 and 23, 1913. On April 21 the members will meet at Vicksburg and, together with their guests, will sail to Natchez by the steamer "Concordia" on which the first day's session of the convention will be held.

Certificate of Guarantee (Page 6) which is made out and delivered with every appliance sold. This is a sincere guarantee. It is impressive. It gives on the stub a record of every purchaser, a feature of great value to the mailing list.

The outside salesman carry a character-

istic calling card which is printed alike on both sides. These cards are as large as will handily slip into the side coat-pocket in a case. They are distinctive. They can't be overlooked when left behind. No matter how they drop, they're right side up—and they are printed in red and black.



**A Sewing Machine Motor
will save YOU many dollars.
Backache banished. More
clothes made at home. Try it
yourself at 1719 Chestnut St.**



Keystone:
Race 1913

**ELECTRIC
BUCHANAN
STORE**

Bell:
Spruce 2953



A New Christmas Ceremonial

*New York Has an Electric-Lighted Christmas Tree
For All the People*

What bids fair to become a national Christmas custom, taking the place in America held by the older ceremonials in older lands, is the outdoor public Christmas tree illuminated with electric lights.

The idea has taken form this year in New York City where a 60-foot tree presented by the Adirondack Club through the suggestion of one of its members was brought down from Adirondack Park and set up in Madison Square Park, where it was decorated with a myriad of multi-colored electric lights and kept lighted each night for a week by the New York Edison Company as a gift to the people.

The tree was placed in a bed of cement so that it would safely stand up under storm

Year's Eve until 1 o'clock. The musical program, however, was restricted to Christmas Eve, New Year's Eve, and on one other night called "Children's Night," when school children from all over the city assembled under the tree from 5.30 to 7 o'clock and sang Christmas songs.

So much interest was taken in this "tree of light" as it was called, and the sentiment of good cheer associated with it, that a similar tree celebration will no doubt be carried out next year, not only in Madison Square Park but in other parks throughout Greater New York and in other cities throughout the country.

From a central station viewpoint, the idea is a commendable one in that it impresses upon the public the generosity of the lighting company in furthering any commendable public enterprise, and at the same

Denver Offered Deferred Payments on Christmas Gifts

In catering to residence lighting, the central station has to deal with practically the same class of customers as is handled by department stores and retail dry goods establishments. It is therefore wise for the central station sales manager to watch closely the methods employed by the most successful of these mercantile houses in securing customers and holding them. In many cases the same methods will give equally good results in the sale of current.

Take, for instance, the precedent established by large mercantile houses of allowing Christmas shoppers two months' time in which to pay their bills, if they buy during the first two weeks in December. The advantages of this scheme are threefold: the goods are suggested at a time when they leave a lasting impression upon the mind, they are sold before the Christmas rush commences, and the fact that they will not have to be paid for until the usual stringency in Christmas funds has been relieved, makes them unusually attractive.

The Denver Gas & Electric Company was among those who appreciated these advantages sufficiently to adopt this method in the sale of electric appliances for Christmas. All coffee percolators, electric irons, egg boilers, tea kettles, boudoir lamps, heating pads, chafing dishes, bread toasters, curling irons, electric stoves and luminous radiators, purchased of them during the first sixteen days of December will not be billed to the customer until Feb. 1, 1913. This offer was explained in detail in a letter sent out by the company to individual customers under date of Dec. 3rd, and a large number have taken advantage of it.

There are many other sales methods in successful use by mercantile houses that are worthy of central station adoption. Why not use them?



The Public Christmas Tree in New York. Band concerts were given at the foot of the tree

and wind, and was lighted with 3000 8-candle power lamps furnished and wired in free by the New York Edison Company. Some idea of the beauty of this lighted tree can be obtained from the accompanying illustration, which shows it as it appeared on the opening night—Christmas Eve—after a heavy fall of snow.

In the foreground is the bandstand erected for the musicians who played on Christmas Eve while a party of Welsh singers sang Christmas carols. The bandstand was lighted with 100 electric lamps and heated by four luminous electric heaters, also furnished by the New York Edison Company. The bandmaster's baton bore an electric light at the tip.

The chimes of churches all over the city sounded the beginning of this public celebration on Christmas Eve at 5 o'clock, ringing out for twenty minutes, the signal for the lighting of the tree. At 5.30 o'clock the carols began and lasted until 7, and the orchestral music came in two intervals later. The tree remained alight until 1 o'clock.

Each night during the week between Christmas and New Year's the tree was lighted from 5.30 to 12 o'clock, and on New

Year's Eve until 1 o'clock. The musical program, however, was restricted to Christmas Eve, New Year's Eve, and on one other night called "Children's Night," when school children from all over the city assembled under the tree from 5.30 to 7 o'clock and sang Christmas songs.

Christmas Festoon Lighting in Stillwater

The Consumers Power Company of Stillwater, Minn., and the business men of that city, worked out an elaborate Christmas scheme last month for brilliantly lighting the downtown district with arches and canopies carrying incandescent lamps.

For a period of two weeks, this business district was a blaze of light at night. The merchants in the section paid for the current, and the Consumers Power Company furnished the labor of installing the decorations.

H. L. Aller

Mr. H. L. Aller is the new manager of the Pacific Gas & Electric Company, of Phoenix, Ariz., having been appointed in place of Mr. R. G. Whitmarsh, resigned.



Free Ads for Wired Houses

FROM J. M. FRIED
Power Engineer Worcester Electric Light
Co., Worcester, Mass.

I suggest as a Dollar Idea that the Electric Light Company of a small city, rent space on the Want Ad page of newspapers, and use this space to advertise for rent or sale, apartments and houses that are wired for electricity. The owner of the houses will give their ads to the Electric Light Company and receive an addressed postal card to mail the Company when the house or apartment is rented, stating to whom it has been let or sold and the present address. The ad will be free.

This gives the salesman a chance to sign the new tenant and have his meter installed when he moves in.

The following is suggested as a heading for the column—

Apartment and Houses

For rent ————— For Sale

Wired

WIRED FOR ELECTRIC LIGHTS

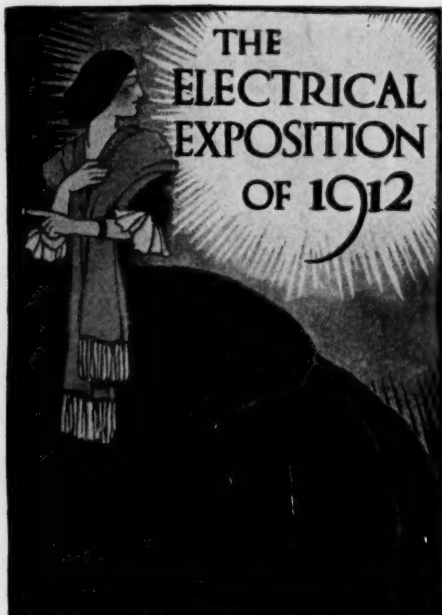
No charge for ads in this column

Notify ————— Electric Light Company
If you have apartments or houses
for rent or for sale.

The Quality Idea in Advertising

The only shots that count are those that hit the target.

This obvious truth is one which is too frequently overlooked in central station advertising. A mistaken effort toward economy leads to the publishing of "half baked" ads. One sees expensive space covered with cheap copy, and classy presswork used to reproduce unworthy and ineffectual designs. The man who does not hesitate to pay the newspaper a high rate for the insertion of a spread-eagle announcement will throw a fit at the prices which competent writers and artists must ask for filling that space



with words which will make that announcement "pull" and for embellishing it in a manner which will compel attention.

Hence we see central stations issuing advertising of which the corner racket store would be ashamed.

As an object-lesson in quality advertising, the series of posters used by the New York Edison Company to announce the 1912 Electrical Exposition are notable.

Immediately we hear that stale expression, "Oh, the New York Edison Company don't care how it spends its money. They have kale by the bale and employ sixteen men who do nothing but scheme up new and foolish forms of extravagance. No regular, hard-working, poor-but-honest lighting company can even dream of adopting New York Edison ideas."

Which, also, is the wrong point of view.

For the New York Edison Company makes its good copy and high class art work go farther, per dollar of initial expense, than any company of which we have knowledge. It uses each piece in a way to get the fullest returns, and seeming extravagance is spread out to such an extent that the *pro rata* of preparation expense is very low.

These posters, for example, were employed in no less than six different forms and reached a grand total of over two million individual impressions, besides being employed in display advertising in the leading Electrical Journals of the company.

Seven different designs were made by Mr. F. G. Cooper, the artist. Five of the posters were principally figures of men and women showing some electrical device; one was in the shape of a shield, with lettering telling the dates and place of the Exposition. These were in four to six colors. Three hundred of each of these were used as eight-sheet posters. Some of the best special

locations were picked out on Manhattan Island, the rest going up on regular locations in Manhattan, the Bronx, and some of the near-by towns such as Jersey City, Newark, Long Island City, Newark, White Plains and Mount Vernon.

One design made up in the shape of a shield or medallion was also used as a paster, $1\frac{1}{2}$ by $2\frac{1}{2}$ inches. These were used in the mail of the company, as well as in the mail of exhibitors. The first order for these was for 250,000, but as these were all used in a short time the order was increased to 75,000 more.

A set of six posters was reproduced as little four page folders, $3\frac{1}{2}$ by $4\frac{1}{2}$ inches, with reading matter on pages 2, 3 and 4, with the four-color poster design on the front. These were sent out to other companies and to exhibitors in a great deal the same way as the pasters. They went so fast that the 150,000 ordered in the first place were exhausted some time before the Exposition, so it was necessary to order another 100,000. One design was used in the form of a blotter and sent out with bills and other matter by the correspondence department of the company, and others were distributed from district offices. Some sixty thousand of these blotters were distributed in this way.

Sets of seven posters were reproduced on dull-finished cards, 7 by 10 inches in size, and sent to exhibitors to display in their offices and windows to advertise the Exposition. About 200 of these sets were distributed in this manner, and at the Exposition about 800 additional sets were given out to people particularly interested in poster work.

Another poster design showing the Edison Man and bearing the legend "The Electrical Exposition of 1912 and Back of It Thirty Years of Edison Service" was drawn by Mr. Cooper in four colors, and reproduced on the back page of the Exposition program. Plates eighteen inches high, of this design were printed on heavy cardboard, and posted on all the exhibits in which The New York Edison Company was interested.

About 500 of these posters were printed in the print shop operated at the Exposition, and given away to visitors. The progressive proofs made in the print shop were put up in the Advertising Bureau's booths to show visitors how a four-color job is printed.

In the Edison Monthly were used two of the pictorial posters in miniature in the form of an insert. Of these 50,000 were printed; 25,000 of which were used in the regular edition of the monthly and 25,000 in the extra number that was printed for the Exposition and distributed there.

Of course the average central station will have no need of editions that touch the two million mark, but on the other hand no company is so poor that it need resort to advertising of inferior quality. The crafty ad-man is the one who so plans the use of his material that he gets the fullest possible value from it—which means using it in



various forms and guises and reaching his entire market.

There is no reason why a good design or a clever, effective piece of "copy" should not be adapted to many uses and extending over months of time. In a residence lighting campaign, for example, a really good picture can be used in newspapers, in a booklet and upon a special letterhead—and the recurrent use will strengthen rather than weaken the appeal. When so employed, the initial cost is soon lost sight of while the quality value is enhanced.

Quality in advertising is like quality in anything else. The shoddy ad looks cheap and will not bear reprinting: the high class ad can be used over and over. Its dignity is inherent: its pulling-power is permanent. It is an investment from which you draw dividends each time it is published.

The New York Edison Company has the right idea—an idea that the smallest central station in the land can adopt—the quality idea in advertising.



Portable Power Equipment in Grand Forks

A Description of Successful Farm and Woodyard Installations

By A. A. BROWN

Mgr. New Bus. Dept., Red River Power Co., Grand Forks, N. D.



SINCE the H. M. Byllesby & Co. organization has taken on the operation of this central station property, we have made a steady and consistent effort to demonstrate to every present and prospective power user in the city, the absolute superiority of electric motors. We have succeeded in closing down four good sized steam plants, and replacing them with thirteen motors of assorted sizes, and at the present moment I am camping on the trail of the sole remaining stationary gasoline power outfit in the city. The motor hasn't been ordered yet, but it will surely be called before long.

There are also, in town, a gasoline vacuum cleaning plant and a gasoline power hoist which we would like very much to see run by electric motors, but as we would be unable to supply current to them everywhere the

The woodyard meters are used for splitting and sawing wood and are operated in all parts of the yard. These motors receive the electric power by means of a length of Greenfield two conductor, steel strip, armoured cable, which is about five-eighths of an inch

gotten up. In this installation we attached to the end of the cable primary cut-out boxes, such as are used for the protection of the hot side of transformers. The cables in two of the woodyards have been in service a year now and only one case of trouble has



A near look at the plug and cut-out box on the farm



A. A. Brown

machines are used, we expect to have them with us yet awhile.

We have recently made a number of portable power installations which I believe will be of general interest to central station salesmen. These are motors mounted on heavy horse-drawn trucks, and equipped with facilities for connection at various convenient points. Equipment of this character has been adapted to three large woodyards in Grand Forks, and also installed at a large dairy and stock farm nearby.

in diameter and about as flexible as rope of the same size. Boxes are located in various parts of the yards and when the truck is moved around into position, the end of the cable is taken to the nearest box and is there connected by means of a plug, which has two contacts, fitting contacts in the box.

The first two installations were made at the same time and the boxes are all the same type, being made of wood with brass strips for contact plates. The plugs, which are permanently attached to the free end of the cable, are made of well dried oak wood, and are wedge-shaped. No doubt the underwriter's laboratories would refuse to pass these connections but it was the best we could do as there is not yet any stock of approved fittings for this line of work.

The last woodyard to come into line and use a motor for sawing, instead of gasoline engine, was fitted out a little differently in regard to contact boxes and plugs, as we were trying to find some way in which an easily renewed or duplicated job could be

developed. That was due to a short kink breaking the wire and making it necessary to cut off about twenty feet of cable.

These motors are giving very good economy and satisfaction, and though it has been impossible as yet to secure comparative figures that can be considered as entirely accurate, the Fairchild Fuel Co., one of these consumers, has written us a letter that is certainly interesting and instructive. This company operates two of these portable motors, one for sawing and one for splitting. Since these machines are both used at the same time and cannot be metered separately since they are constantly shifted about the yard and plugged into the handiest outlet, it is not possible to get correct figures on the individual motors. Also some wood is sold sawed and not split, and some is sold not sawed at all, but Mr. Fairchild figures that the power used by the number of cords split would about balance the power saved on the number of cords sold not sawed. This seems fair enough for all general purposes and here is what he reports:—

Comparative cost of sawing; gasoline vs. electricity.

Gasoline power, Sept. 5, 1910 to Sept. 5, 1911

Cost of gasoline	\$57.48
Repairs and batteries	60.65

\$118.13

Average cost of gasoline 15 cents per gal.
906 cords sawed at a cost of 13 cents per cord.

Electric power Sept. 5, 1911 to Sept. 5, 1912.

Cost of current	\$88.25
Repairs, fuses and brushes	9.46

\$97.71

Average cost per kwh. \$0.066.

1178 cords of wood sawed at a cost of \$0.084 cents per cord.

Taking his figures as estimated it makes



One of the woodyard installations and the way it is plugged-in

the average cost of sawing a cord of wood by electric power 35.4 per cent cheaper than sawing by gasoline power. When one stops to figure up the time saved by the use of motors in the industrial activities of a city only as large as Grand Forks, it is very easy to see why the motor is used even more extensively in larger cities.

Another novel installation of a portable motor is at the Lilac Hedge Stock and Dairy Farm owned by Mr. J. D. Bacon. This farm is located on the west side of our State Fair Grounds, and it was only necessary to build about half a mile of line to reach it.

The equipment of this farm is at present a 1 hp. motor used for driving a well pump which supplies water for the barn and a 20 hp., three-phase motor for general power purposes. On account of the varied work for which this motor was to be used, it was necessary to have a flexible cable specially manufactured to secure a large enough conductor. It was put up to our operating department, and they built one of about 200 feet of 1 inch single strip Greenfield conduit and 632 feet of stranded rubber-covered wire. Only 100 feet was needed at first, but when the skeptical ones were finally convinced that the motor would do the work it was decided to add another length to the



At this threshing job four men were eliminated by the use of electric power

than cover the cost of threshing by electricity for an entire season. Besides the repairs on gas tractors amount to a great deal.

Mr. Bacon was skeptical at first about the efficiency of the motor, and also questioned whether we would be able to use the flexible transmission, but after he had seen the same

power rate brings the cost to seven-tenths of a cent a bushel for power. Revised figures show that after the amount of current used for grinding is deducted the cost per bushel is about three-tenths of one cent.

This may be a higher figure than a gasoline engine salesman will quote, but at the same time it must be remembered that there was no expensive engineer to be paid and very little lubricating oil used; all of which amounts to quite a little sum on a gas engine outfit. In figuring against a steam threshing engine, you see, the cost of two teams, an engineer and a fireman is saved, representing in all an expense of \$20 per day.

Owing to the fact that a three-phase motor has to be connected with three wires and also uses a large amount of current, it was a considerable problem to get a satisfactory contact designed for the outlet boxes and for the terminal plug on the cable. This was finally accomplished and is giving good service. To show the abuse that an outfit like this has to withstand, it is interesting to note that part of this cable was allowed to lie under water for several hours one day, and it has shown no sign of any injury as yet.

The first time the motor was used for threshing we had some trouble in making it pull the load. We decided that the belt they were using was too long and too heavy, so we changed to a short light belt, and the results were very gratifying.

In a recent letter, Mr. Bacon wrote us:—"If farmers in general could realize what a snap it is to have power that could be used simply by turning it on, no matter what the weather is, they would certainly begin to co-operate with each other and have lines put in."



Here is the special home-made reel that simplifies the connection problem

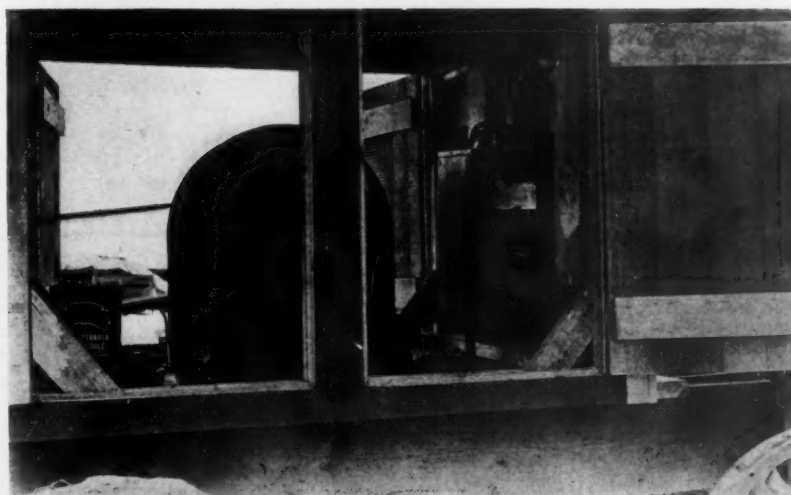
cable and install a reel upon which the cable could be wound up when moving the truck and also to take care of the surplus when the motor was being used close to the plug boxes.

The contract for supplying power was secured in November, 1911, and the line was built and the motor installed the same month. The installation was put in too late to be used for threshing last year, but the motor was used quite extensively that season for grinding feed and shredding corn, also for filling silos.

In securing the contract we had to figure against the cost of threshing with a steam engine, which used straw for fuel, but we demonstrated that a saving could be effected on labor. One engineer at \$6.00 per day, a fireman at \$4, and two teams, with teamsters, at \$5 per day each, were eliminated. This effected a saving of \$20 a day on labor alone, to which can be added the cost of repairs, oil and depreciation on the steam outfit. We were also in competition with several salesmen for gas tractors, who claimed that the fuel cost would be lower than for electric current on account of the gas tractors using a very cheap grade of kerosene distillate. But the initial cost of a gas tractor is \$1600 and these gas tractors are very seldom good for more than four years; thus, a depreciation of 25 per cent, or \$400 per year is chargeable, an amount that would more

kind of equipment used in two of the local wood yards, he was convinced.

At the farm this year the motor was used for driving the threshing machine, and a total of 7100 bushels were threshed out under very poor conditions, as the grain was very damp, and part of the time tough. It also was used to grind feed. To do this work the motor used 930 hp. which at our



A close view of the stock-farm motor in its wagon

Advertising Electric Service

A Series of Articles on the Practical Application of Advertising to Selling Electric Current and Advertising

The Third Little Lesson: The Amateur House Organ

By FRANK B. RAE, JR.

[About every third man believes in his heart that given the time and the theme, he could write a *Saturday Evening Post* story or a play—anyhow he could write advertising. Couple this with an obvious opportunity and a “company” to pay for time and printer, and it is no wonder that the central station industry has produced a variety of “Bulletins” and house organs that have been weak in many of the most essential qualities of salesmanship-on-paper. There are many of these central station home-made magazines that are worth every cent they cost, for they are strong in personality and educational information; but there are many others—that are wasteful of their opportunity. Mr. Rae in this article has pointed out several of the most common weaknesses of the amateur house-organ. Read it. Whether your company publishes a monthly bulletin or not, this is good counsel to store away in the back of your head.—Editor.]



EGOTISM is a fault in most advertising.

“What’s egotism?” you say. “Of course we must get our definitions straight, for your idea of egotism and mine may be different.”

Egotism as I understand it means a narrow, personal point of view. The egotist thinks everybody is exactly as interested in him and his business as he is; more, he thinks that his point of view is the only worth-while way to look at a subject, and that anybody who looks at it differently is either a squarehead or a wilful perverter of the truth. The Ananias Club was originated by an egotist. Also egotists fill the bug-house and are the best customers of the bankruptcy courts.

Egotistical advertising is the kind that pleases the man who pays the bill—and nobody else. It’s the kind that looks fine and sounds foolish. It’s advertising based on individual opinion instead of universal laws of psychology and human nature.

Ad-egotism is a weird disease. Your egotist would never dream of performing a surgical operation or of arguing a case in court or of attempting a chemical analysis—he realizes that these things require knowledge and training and experience—but he will take his self-filling fountain pen in his self-sufficient fist and proceed to drive away customers through the writing of egotistical ads.

Because nobody likes a egotist. He’s a bore, net. He doesn’t respect our feelings or prejudices—he is immersed in himself. The most Adonis-like man is the one he sees in the mirror; the giant mentality of the age is the one under his own hat: the subtlest sense of humor, the most prophetic foresight, are his. And when this complacent mortal sets himself the childish task of ad-writing, it reads like the writings of Moses—“thus spake the Lord.”

Now the common people are a pig-headed lot with interests and opinions of their own. They resent mental, physical or moral suasion. They will be led but not driven. They are free, independent and untrammelled citizens of a sovereign state—as good as the next fellow or better. They don’t care a damn for you or your business. They have troubles of their own.

The ad-man who coaxes the hard-earned coin from the padlocked pocket of the proletariat is not an egotist—he is a wheedler, a silver-tongued seducer. He effaces himself and exalts his audience. *I, my, we, our*—these words he has torn from his dictionary, while *you* and *your* are printed in blackest bold-face. Like the demagogue, he weeps for and with the common people. Like Billy Sunday he exhorts, gyrates and entertains.

“But, my dear fellow,” says the egotist,

“such an appeal is not dignified—it does not become us as gentlemen.”

Bosh!

A demagogue occupies the White House. Patrick Henry was an exhorter. If it’s done well it bears the stamp of genius: done poorly it’s mere ranting. Dignity in advertising depends upon the quality of the performance, not in the kind of performance. A successful bond circular and an effective circus hand-bill have the same fundamental characteristics.

Egotism is *not* one of these characteristics.

• • • • •

Newspaper advertising, bill-boards, cards, circular letters, booklets—these are the accepted mediums of central station advertising. But in addition there are a number of methods which may be employed.

Take the periodical bulletin, for example.

A central station bulletin is a “house organ.” A house organ is a regular publication given over to news, descriptive articles, educational matter and display advertising, all of which directly bears upon

The first requisite of a house organ or bulletin, we have said, is interest, yet if we are to be guided by a great majority of those now being issued, we must conclude that the most absorbingly interesting matter available is a collection of stale jokes or an amateur cartoon done after the manner of McCutcheon. This is theoretically supposed to “brighten things up.”

But is the joke effective? A few years ago, the successful traveling salesman was an individual with a repertoire of end-man’s josh. “Drummer’s Yarns” was a popular publication from which the green road man culled a few choice bits which were supposed to put buyers in good humor and lead the way painlessly to the subject of orders.

To-day the drummer’s yarn is a thing of the past. Buyers go to vaudeville for the slap-stick comedy. They look with a cold and fishy eye upon the man who tries to jolly his way to the cash. It is not that folks are less prone to laugh, but we do not like to feel that somebody is getting our money while we are under the influence of laughing-gas.



A cartoon that “kicks back.” It doesn’t make us think of the perfections of the electric iron; it strikes us as a poor attempt at pictorial humor.

the product and service of the company which issues it.

The first requisite of a house organ is that it shall be interesting—to the man who reads it. Most house organs are interesting only to the men who write them.

What constitutes interest?

In answering that question it is necessary to examine the contents of present house organs, and to criticize them. This criticism is not meant to be destructive: on the contrary, it simply serves to clear the ground for constructive suggestions.

Next the cartoon.

There are probably as many as twenty real cartoonists in America. None of them so far as I know, does work for a central station bulletin. It’s easier to show the foolishness and futility of a poor cartoon than to describe it, so we reproduce one here.

This purports to show that a maid who irons with a gas-heated iron always or frequently burns a hole in a lingerie waist—and that such carelessness is automatically impossible with an electric iron. Now that cartoon is an insult to the reader’s intel-

ligence. The electric iron, carelessly handled, will burn up as many clothes as a gas-heated iron, and the servant who burns clothes with either is plain careless.

Figure what effect this little picture joke has on the housewife. Is she impressed with the automatic perfection of the electric iron? On your life, she is not. She sees only the unspeakable carelessness of the maid who has ruined a waist and her feeling is one of indignation. She knows that an electric iron will not cure such carelessness. She knows that the whole picture-story is a weak and puerile lie. Which is a fine impression to leave with a prospective customer.

Then there is the "Question Box."

The inventor of the question box has been dead for centuries, but the good old fake

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Queries and Answers

This department is devoted to questions constantly asked our Power Department by those using or contemplating the use of electric drive. Here our power expert will endeavor to give comprehensive replies to questions of general interest to power users.

Will the installation of additional apparatus tend to raise my present rate for power?

No. Most assuredly not; it will have the opposite effect. In fact, we are frequently called upon to turn certain steam-driven apparatus over to electric drive, the customer wishing to secure the benefit of a lower average rate following such a change.

How do electric-driven pumps compare with those driven by steam?

Very favorably. Not only as regards expense, but also as regards reliability, maintenance and cleanliness. Figures will be quoted for any specific case you may have in mind.

Have a steam-driven plant, but find that engine is overtaxed at times. Do you look favorably upon supplying power for motor to help out in such cases?

Yes. We are very glad to supply power and render whatever assistance may be required. Word to our Industrial Power Department may save you the expense of an extra engine and boiler capacity, when the addition of a small electric motor could do the work.

Have in my factory electrolytic processes which require service many hours a day; wouldn't such conditions make it rather expensive for me to buy power?

Long hour service would have just the opposite tendency. In our published schedules we have arranged for a long hour service, which enables us to furnish you power for a price much cheaper than you can make it yourself.

Electric Power is the Key to Every Power Problem.

The fake Question Box still lives to do harm. Treating the reader as mentally weak does not win his regard.

still lives to do harm in the central station bulletin. As commonly applied, this bald and obvious trick consists in asking foolish and elementary questions in bold-face type and then answering them in words of one syllable. The idea seems to be that readers of central station bulletins are hopeless imbeciles: we can conceive of no other hypothesis. This, of course, is flattering to said readers.

One could continue for pages along this vein, tearing the lining out of a number of existing bulletins and proving that they are wasteful or worse. But destructive criticism is too easy. Let us see what the matter

is—what can or should be done to make these bulletins effective instead of defective.

The basis of the fault is egotism.

The foundation of a good bulletin is the interest of the reader. We must say the things we want to say in the way the reader wants to hear them.

To presume that the average intelligent business man is going to be jollied into using electric service by the persual of ancient jokes; to appeal to a woman with an illogical and untruthful cartoon; to insult the intelligence of the prospective customer with obviously cooked-up "questions and answers" in phraseology suited to the kindergarten—these are the methods of the egotist who is unable or unwilling to acquire any but his own peculiar view-point.

The writer of a central station bulletin is exactly in the position of an editor of any other publication. The effective house organ is in truth a "class" paper: a number of successful trade and business papers published to-day started as house organs. The question then is:—What does the reader want?—upon what principles is the success of a standard periodical based?

In the first place, every successful publication has as its strong foundation an absolute honesty. You can't fake the public. The shallow trickery of the question-and-answer column disgusts the reader. The obvious untruth of the cartoon which attributes carelessness to a gas stove and endows the electric iron with human intelligence casts a film of exaggeration over the entire bulletin. You have got to be honest, with the obvious, homespun honesty that sticks out and can be seen. You may plead a cause—in fact the house organ is plainly intended to plead a cause and makes no secret of the fact—but you must do it in a manner that leaves no doubt of your sincerity.

Again, every successful publication is instructive. No people in all the world—unless it be the Japanese—are so eager for facts as we Americans. We want to know things. We want to see behind the scenes. We want to see the wheels go round. The "how to" magazines are the magazines that reach the homes of ambitious people.

Finally, every successful paper is written by people trained in the profession of letters, skilled in the art of expression and with definite knowledge of the popular taste.

It is not impossible for the central station bulletin editor to include the elements of the successful magazine into his paper nor to avoid the pitfalls. It takes skill and experience: it costs time and money. It requires, above all else, a mind in which egotism is absent or under control, and a definite desire to make the bulletin of service and value to the reader as well as the publisher.

One little syndicate central station house organ of which I know pays over two hundred dollars for articles, photographs and designs—yet it is only three by six inches in size, sixteen pages and cover. It is not written by central station men but by magazine writers of ability. It is honest; it is instructive; it is interesting: it is as attractive to the eye as the best of standard magazines. It says what the central station man wants said—in the way the public wants to hear it.

That's the final test.

Mason H. Lytle

Mr. Mason H. Lytle who was formerly connected with the Dayton Power & Light Company, of Ohio, has become the business agent of the Miami Light, Heat & Power Company of Piqua, Ohio.

A New Sign Factory on the Pacific Coast

As an indication of the remarkable progress being made in the electric sign business, the Greenwood Advertising Company, of Knoxville, Tenn., announces that it has decided to double its plant and to open a second factory for the manufacture of electric signs—this time in Los Angeles, California.

The new factory will be of the same capacity as the present Greenwood electric sign works in Knoxville, and both will have a local inspection by the National Board of Fire Underwriters, with the Label System.

It is intended to have the new factory in operation on or about February 1st, when it will be in a position to handle much business there that is now cared for in the Knoxville plant.

Mr. W. R. Maddex

Mr. W. R. Maddex is now manager of the Bicknell Light & Power Company, of Indiana, having resigned as manager of the municipal plant at Linton, Ind.

Harry D. Falls

Mr. Harry D. Falls has been appointed superintendent of the Terre Haute, Indianapolis & Eastern Traction Company in Brazil, Indiana. Mr. Falls was for many years secretary, treasurer and manager of the Brazil Electric Company, in Indiana.



Special Iron Sales

FROM R. E. FLOWER
Manager New Business Department, Mobile
Electric Co., Mobile, Alabama

I have been very successful in special sales of electric irons and believe that this is the best way to get them on our lines. We have an established price of \$3.50 for an electric iron when cash is paid, or \$4.00 if the iron is sent out on trial or charged to the customer's account.

One day recently we put a special sale of electric irons at \$3.33 and sold 68 in eight hours' time. We advertised this sale by putting small pink slips in the *Saturday Evening Post*, sold and delivered through the local news agencies. These slips were pasted to an inside page of the *Post* with a head line sticking about one-half an inch outside so that it attracted considerable attention the moment the *Post* was picked up.

We are using the following letter at the present time in another special iron sale. The idea behind it is obvious. This sale has been on three days and we have sold about 125 irons.

The letter read:—

"In extending to you the compliments of the season we feel that our good wishes for a Merry Christmas and a Happy New Year should be expressed in some material way.

"The custom of giving souvenirs without lasting usefulness is contrary to our idea of real appreciation. We want you to feel this appreciation every day of the year to come, and have therefore made it possible for every one of our customers to know the pleasure of using an electric iron.

"This letter when endorsed below by a consumer of electricity, and left at our office No. 11 North Royal Street, between December 15th and 24th inclusive, may be applied as \$1.50 cash upon the purchase of a \$3.50 Electric Iron. One letter can be applied only on the purchase of a single iron."

"If you already have an electric iron use this offer in making a common sense useful gift to some friend."

The Daily Morals of the Central Station

A Few Illustrations of Not-Uncommon Dishonesty—And the Folly of it.

By EARL E. WHITEHORNE

[Times keep changing. A few years ago people used to say—"Business is business"—and shrug their shoulders and let their crooked little things slip by. The truly successful business man of today is just about as thoughtful of his morals when he's in his office as he is in his home. There are two reasons. Rigid honesty has come to be pretty well standardized as the "best policy" in spirit as well as letter. Also, our modern methods of efficiency and system automatically nail the lie and expose the fraud in ordinary business dealings. Crookedness doesn't work any more. The other man's system machine will find you out.

The central station man is beset by a very ubiquitous little moral danger. He deals mainly with the individual citizen in his private capacity, where there is no system machinery in action. Moreover this man-with-a-meter-on-his-wall doesn't know anything about the physical factors of this business he does with the lighting company. He believes anything they tell him—or he looks upon it with suspicion—because he doesn't know anything about it anyway and realizes the fact. There's the ever-present temptation that makes trouble for the central station—to tell the consumer the thing that will pacify him. It gets to be a habit before you know it. It is a habit today in many central stations.

Here's another one of those straight-from-the-shoulder articles that are digging at the rotting weaknesses of present-day practice in central station relationship with the public. It cites just a few instances of thoughtlessness in the daily morals—Are there any little trouble makers in your company?—Editor.]



MEN who are caught cheating lose money by it. Aside from all question of moral right or wrong, it's bad business practice. Any man with brains enough to think, accepts the old axiom that honesty is the best policy. But perhaps in the face of sudden expediency he forgets. It is a not-uncommon failing of many central stations.

As every grown-up has discovered for himself, there are many little situations of the day-by-day kind, where a soft answer and a graceful side-step not only turn away wrath but avert unjust suspicion, hold good friends that we desire, and keep customers happy when there is danger of it, but no reason in the world, why they should be disturbed. Often good service is affected by difficulties and misfortunes for which we are in no ways blamable, but yet the reasons can not be made plausible and satisfying to the consumer who cannot visualize and appreciate the unavoidable conditions. So we juggle a bit with the truth both for the customer's good and our own. It helps make the world go round. Against a literal analysis, it is dishonest but we accept the honest motive lying underneath and say it is "justified by expediency" and we're satisfied that we're right.

But—Beware the habit! Mark Twain's Huckleberry Finn found lying so easy and convenient that he decided it was bad judgment to "risk the truth" unless there were particularly extenuating circumstances; it kept him busy telling new lies to make the old lies good. It always does and it leaves the mark of trouble in your footprints.

Central station men have just as good morals as anybody else; no doubt of it. Their little daily lapses are no worse than those that are part of the high-speed routine of every other business house. But there's a dangerous difference. The public understands in the one case and doesn't care much; where the central station is concerned, however, it doesn't understand—therefore it's suspicious. The electric light business is a mystery to the man in the corner house—"How can I tell," he says, "whether they're putting one over on me or not."

He can't.

Ergo—Make your way straight.

I'll tell you a story; just as it was told to me by an old friend of mine, who had been living six years in a middle west city, since I had seen him. He came east and we had a long pow-wow 'cross a table one evening. Here's one of the experiences he related:—

Goodell had moved out there—we'll call

it Villetown—as an official in a small railroad property. Therefore, as a public utility man he was naturally not prejudiced against the local lighting company, nor eager to find trouble or prove dishonesty. In fact he soon met and liked the general manager of the Villetown Gas & Electric Co., and saw him often on the street cars.

were dim. He bought Mazda lamps and tried again. More houses were built and rented and the lights grew worse—this covered a period of a year or two. Finally, he complained to the company. He knew nothing about electricity, but he felt somehow that there was a connection between the increased number of houses and the



"Goodell slipped out betimes each morning and climbed the pole and made an entry in his little red book against an emergency"

They lived within three blocks of each other.

Goodell took a small cottage in a new real estate development, where there were only two houses on his square. He had both an electric and a gas meter busy on the premises, and the service, at first, was quite satisfactory. Soon, however, new houses began to go up, neighbors moved in and before long he noticed that his electric lights

drooping light. He told them so. They said—Not so! He had all the current he needed, but to satisfy him they would look things over.

However, the bad service continued and Goodell stopped paying his bills. The company sent a few notices, then a letter, and he replied that he would pay for good service when he got it, but not full price for quarter

light. They threatened cut-off. He said "Go ahead." They stopped his electric light and he lit their gas instead. Finally, Goodell to end the farce wrote a letter to the manager of the central station describing the situation and appealing for justice and a settlement. He received a courteous though constrained letter stating that a thorough effort would be made to locate the source of the trouble, that the current would be turned on and a recording volt-meter put on the pole outside his house and that that would prove absolutely whether or not the condition was faulty. Well, the letter sounded friendly, but still there was just a faint suggestion that this manager-man had written it with his fingers crossed, so Goodell decided to stay awake awhile and gumshoe a bit.

The recording volt-meter was installed in a day or two, on the opposite pole, across his service wires. It was in a box and not locked. Goodell used the light again and also slipped out betimes each morning and climbed that pole and made an entry in his little red book, against a future emergency. It came in the shape of a letter from the company stating that the test had been made, and no fault found in the service as witness a chart from the recording-volt meter which can't lie, etc.

for the kind of poor service you have been giving me."

That ended the telephone call, but a letter came saying "settle or we'll bring suit," and they cut him off again.

Goodell is small but peppery. That started him. He went to a lawyer and served notice that he would secure a writ of mandamus and bring suit for damages unless service were restored and made right, and charges for the poor service were cancelled. Then everybody woke up at once. The Gas & Electric Company's lawyer was summoned and sent to Goodell's lawyers. The central station manager telephoned Goodell. A new transformer was set, service was restored. A receipt-in-full for the disputed account was sent.

Yet the central station was shown weak in daily morals, caught red-handed in petty trickery, forced to acknowledge that it had written, signed and mailed a miserable, shifty lie, and finally forced to back down, apologize, make good and pay a penalty.

What a position for grown men to force themselves into!

What a character for a public service corporation!

Suppose there had been a muck-raking newspaper handy and Goodell had been that

several hundred dollars set aside on the books, representing the aggregate of countless little overpayments on bills reaching back through a dozen years. The money wasn't called for on the books, it didn't really belong to the company, but it was a "small matter," so they just credited it to overpayments—a sort of a callous-conscience fund—and let it beget more and grow.

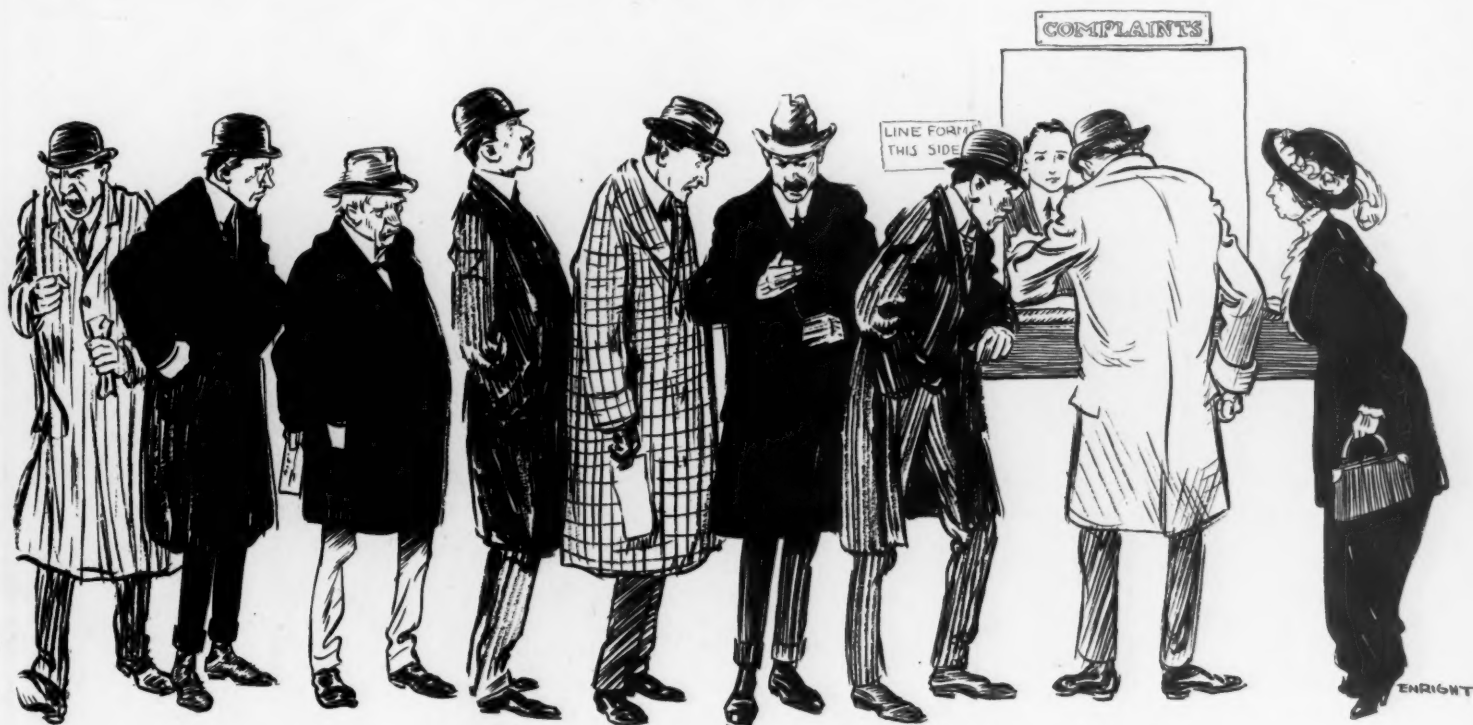
"What were you going to do with it?" the new auditor asked.

"Whynothing," they said, "what's the use?"
 "Let's pay it back," he suggested.

They objected, saying that it would be a reflection on the old management and employees. "Forget it," he said, "We'll write a clever letter and they won't bother their heads with that. We'll explain that overpayments were laid aside and overlooked. The refunding of these small amounts will be an evidence of honesty and fairness that will do the company the greatest possible good."

The money was returned, and dozens of complimentary letters were received.

In one of the big cities a few years ago, there was a central station "complaint clerk" that was looked upon by his fellows in the office as just about the slickest little eel out of water. He was sure that he had



"He was very painstaking. He delved deep into the grievance. He tried to keep the man in front so long that the others would weary, curse, give it up and go away"

Goodell replied "Thank you. But send on the other charts. Maybe this is the best one and not a fair criterion—Who knows?" They called him on the phone and started to argue. He said—"Look here, Mr. Man, I happen to know what I'm talking about in this case. I've got something up my sleeve and I'm not going to tell you what it is, but I'll use it if I have to. I know that the chart you sent me does not represent the evidence of the test. It is fair, the average is as bad as I claim." The electric man quibbled and finally acknowledged that he was about right, that more and more houses had been added to his transformer till it was way overloaded. "Pay us what you think is right," he said.

"I'll not pay you a red cent," Goodell replied, "till I am receiving good service and then I'll pay only what you are entitled to

kind. What a poor mess of folly it would have made!

And for what?

What was it all about?

The Villetton Gas & Electric Co. simply didn't take the trouble to make sure at first that this complaint was really well founded. When driven to it, they made the test. Then because one chart was good, they thought they would "slip one over" on him and let the transformer stay in a while longer.

Just childish pettiness!

Just puny crookedness in the daily morals !

One of our big holding companies took over a central station last spring, up in New England. An auditor was sent up to comb over the accounting situation and straighten things out. He found a separate fund of

solved the problem of handling complaints, —better than that—of parrying and forestalling them. Here was how he did it.

He was very slow and deliberate. He was very thorough and painstaking with the man or woman who reached the window. He delved deep into the intimate personal history of the grievance and took copious notes. He tried to keep the man in front so long that the others in the line behind—there would be a line on discount days—would weary, curse, give it up and go away.

And when the complainant would go away, feeling that after so much talk certainly some action would follow, in many cases those wordy notes would go into the trash basket. The rest would get Form No. X 21.

Now, I don't cite these instances as illus-

trations of common moral or immoral malpractice among central stations, but rather as evidences of a careless mental attitude toward the little exactions of the daily morals. These things are all one with the making of unkeepable promises, small misrepresentation of facts that tease another signature to the dotted line, yet always sow disappointment, prejudice and suspicion.

How many companies neglect to pay interest on the deposits held against meters?

They are all such minor incidental affairs that the manager never really looks at the moral application. Yet why should the central station have the use and aggregate earning power of this deposit money when at the same time they are rendering bills for all service rendered? Also, is this interest they save worth one five-hundredth part as much as would be the good influence of crediting or remitting this interest money once or twice a year?

There are a dozen other details of common central station routine, that are worth looking over from this angle. Perhaps the word moral is a bit harsh to apply to some of these cases. It almost gets down to sentiment. But the point is this: If they aren't just dead square and honest—cut 'em out! In the first place such things exert a subtle, bad influence on you and your employees, that is prejudicial to fair dealing. Moreover, every little while some customer analyzes what's happened and you lose a friend. If he talks, you lose more than one friend.

How about your company?

Is the little-daily-moral belt slipping a bit, now and then?

Have you ever thought about it?

Have you looked to see?

Make sure of it now.

A Neglected Phase of Store Lighting

The average merchant has a pride in his show windows, and this pride is sufficient in most cases to make him a generous user of electric light if the matter is properly presented to him.

But why stop with the show windows? The proper lighting of the show-cases inside the store is equally important in selling goods, yet only from 25 to 40 per cent of the stores use any show-case lighting at all.

Furthermore, a large proportion of those that are lighted are not using as much current as they should in order to obtain the best results.

Here is an opportunity for the central station salesman to get more current into a store, and it is an opportunity that should not be overlooked. Consider the great amount of show-case space that could advantageously be lighted.

In a recently completed department store, for instance, there were only 250 feet of show windows to be lighted, while the interior of the store contained approximately 4000 lineal feet of show cases—an opportunity for the sale of nearly sixteen times as much current as required for the window lighting. Although, of course, the average store does not have as much show-case space as this, it does have sufficient to make the lighting proposition an attractive one to the central station.

In connection with show-case lighting, there is a big opportunity for the development of interior signs, small transparency store signs, for instance, with slideable ground glass fronts on which is printed information regarding the special articles for sale.

The fronts of these signs can be changed

whenever the storekeeper wishes to play up a different kind of goods. There are such signs on the market, and small enough to be placed on top of the show-cases without encroaching seriously upon the space. They are lighted by an 8 candle-power incandescent lamp.

Artificially Lighted Windows

A moving picture establishment in the West has devised a novel scheme of lighting its windows in which daylight is shut out by buildings which adjoin the theatre.

The windows are simply boxes covered with colored window glass, and back of the glass small incandescent lamps are mounted in the window frame. The lighted lamps give the impression inside the room, of outdoor light, and greatly improve the general interior effect between performances.

The same idea could be carried out in stores where the windows are windows in name only, by reason of the encroachment of adjoining buildings which shut out the light.

Legislation on Factory Lighting

A new series of bills dealing with the lighting of factories, workrooms and industrial establishments, has been prepared by the New York State Factory Investigating Commission and will shortly be submitted to the Legislature for approval.

These bills carry the recommendation of a committee representing the American Museum of Safety and if successful, their scope of application will be widened to cover other classes of buildings. Some of the important sections of these new bills are as follows:—

"All passageways, and all moving parts of machinery unless properly and sufficiently guarded, where, on or about which persons work or pass or may have to work or pass in emergencies, and all other portions of the factory that the Commission of Labor may require, shall be kept properly and sufficiently lighted during working hours."

"A proper and adequate light shall be kept burning by the owner or lessee in the public hallways near the stairs upon the entrance door and upon the other floors on every workday in the year from the time when the building is opened for use in the morning until the time it is closed in the evening, except at times when the influx of natural light shall make artificial light unnecessary."

Popular Magazine Advertising

Another Seven Million Advertisements of Edison Mazda Lamps

The facing page advertisement will appear in 7,000,000 January copies of nationally-read magazines like the Saturday Evening Post, Literary Digest, Cosmopolitan, Everybody's, System and others. A similar advertisement in colors appears on the back cover of Collier's Weekly, Dec. 28th.

To realize the greatest profit from this advertising, you should emphasize locally the same ideas we are advertising nationally—and at the same time.

General Electric Company

Largest Electrical Manufacturer in the World

Edison Lamp Department

Harrison, N. J.

This Symbol on all Edison Mazda Cartons

The Guarantee of Excellence on Goods Electrical



3933

"All workrooms shall be properly and adequately lighted during working hours. Artificial illuminants in every workroom shall be installed, arranged and used so that the light furnished will at all times be sufficient and adequate for the work carried on therein, due regard being given to the prevention of strain on the vision and glare in the eyes of the workers. The advisory board to the Department of Labor may, pursuant to the provisions of this chapter, make and from time to time change or modify rules and regulations to provide for adequate and sufficient natural and artificial lighting facilities in all factories."

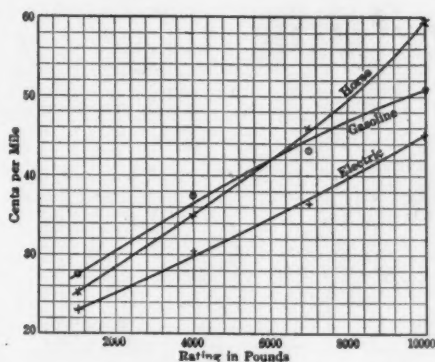
Relative Economy of Electric, Gasoline and Horse Transportation

The Massachusetts Institute of Technology has been investigating, under the auspices of the Boston Edison Company, the relative economy of electric, gasoline and horse transportation, based upon actual field costs taken from the records of concerns located in the territory between Boston and St. Louis.

The results of these investigations were given by Mr. H. F. Thomson, special research assistant in the electrical engineering department of the Institute, before the

Electric Motor Car Club at its December 5th meeting at the Boston City Club.

He presented the accompanying curves



Comparative curves of cost per mile in delivery service by electric, gasoline, and horse equipment

showing the comparative expense of operating a 1000-pound vehicle in parcel delivery, a 4000-pound vehicle in furniture delivery, a 7000-pound beer truck and a 10,000-pound

coal delivery service by horse, gasoline, and electric propulsion. The values from which the curves were plotted include all fixed and operating charges, and show a substantial economy in the case of the electric truck within its field of action.

Mr. Thomson said that the average speed of gasoline trucks on the street is much lower than is ordinarily supposed, and the electric vehicle suffers little on account of the higher speed characteristics of such equipment. The rising price of gasoline and horses favors the use of electric trucks, and in view of the fact that there are 240 gasoline truck manufacturers in business in this country and only 37 builders of electric trucks, the latter have made a splendid showing.

A Vest Pocket Essay on Electric Signs

Written by George Fitch. Reprinted from the Chicago Record-Herald

AN ELECTRIC sign is a piece of long distance reading matter published at meter rates.

Electric signs are printed on the black night in neat golden letters and can be seen a great ways. By means of these signs the main street of a great city now looks like the advertising section of a popular magazine magnified a hundred times and set on fire. Electric signs are indigenous to America, and when the Englishman arrives in this country and sees his first eruption of 32 candle power remarks he is afraid to walk up Broadway without a fire extinguisher.

Away back in the early ages of science, some ten years ago, electric signs were quiet and well behaved. But as competition grew keener some genius invented an electric sign which would wink. This was followed by a sign which went out for refreshments every half minute, thus leaving the world gasping for information until it returned. From this point signs became constantly more disorderly until an ordinary American business street looks like a Fourth of July celebration each night after dark. Incandescent horses haul chariots across the sky in mad races, incandescent champagne bottles shoot flaming red corks at Mars and dainty forty-foot incandescent legs kick holes in the zenith from the tops of twenty-story buildings. If Benjamin Franklin, who made the first timid overtures to electricity in the country, should return and gaze on New York at night he would swear off on home-made wine forever.

Electric signs gather customers as electric lights gather moths, and when a citizen has once gotten fascinated by their antics it is impossible for him to tear himself away from them. The world is now full of flaming handwriting on the walls, but most of it is frivolous and doesn't improve our morals to any extent.

J. D. Murphy

Mr. J. D. Murphy, formerly contract agent and superintendent for the Hoisington Electric & Ice Company, has been promoted and made manager both of the Hoisington, Kansas, Electric & Ice Company in Kansas and the Great Bend, Kansas, Water & Electric Company.

C. F. Richardson

Mr. C. F. Richardson has resigned as superintendent of the Terra Haute, Indianapolis & Eastern Traction Company, of Brazil, Indiana, to become general manager of the Southern Illinois Railway & Power Company at Harrisburg, Ill.



Use 3 lights at the old cost of One

For the same money that you now pay for current for the old-style carbon lamp, you can have your choice of

- 3 times as much light in each room—or
- 3 times as many rooms lighted—or
- 3 times as many hours of light

if, instead of the carbon lamp, you use

Edison Mazda Lamps

Do you know the difference between the Edison Mazda Lamp and the old-style carbon lamp? Look at the pictures. Note the difference in internal construction of these two kinds of lamps. Then look at *your* lamp. Which kind are you using? Your nearest electrical dealer or lighting company will gladly show you the various sizes of Edison Mazda Lamps.

General Electric Company

Largest Electrical Manufacturer in the World
Sales Offices in all Large Cities. Agencies Everywhere



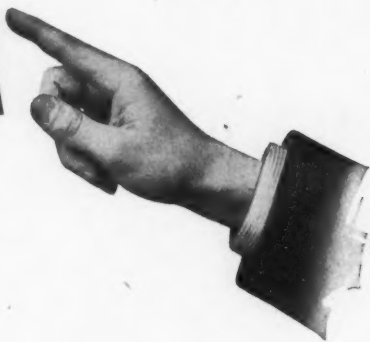
This Symbol on all Edison Mazda Carbons



The Guarantee of Excellence on Goods Electrical



Are you
getting it?



A Monthly Package of Selling Ideas

Central Stations, Electrical Jobbers and Dealers who
are interested in the sale of

NATIONAL QUALITY MAZDA LAMPS

will find in the National Mazda Stimulator a medium
through which all men of ideas in the selling end of the
National Mazda "lamp game" can exchange such informa-
tion as will be of service to them in building up this class
of business.

The Stimulator is teeming with opinions, criticisms and
suggestions. It is a clearing house of lamp sales experiences,
data and methods—a disseminator of selling ideas.

If you are engaged in the sale of Mazda lamps of
National Quality and desire to receive this wide awake pub-
lication monthly, have your name placed on the mailing list
through any of the following member works comprising the



OF GENERAL ELECTRIC CO

Cleveland
SIXTH CITY

Banner Electric Works,
Youngstown, Ohio
Brilliant Electric Works,
Cleveland, Ohio
Bryan-Marsh Electric Works,
Central Falls, R. I.
Chicago, Ill.
The Buckeye Electric Works,
Cleveland, Ohio
Colonial Electric Works,
Warren, Ohio

The Columbia Inc. Lamp Works,
St. Louis, Mo.
Economical Electric Lamp Works,
New York City
Federal Miniature Lamp Works,
Cleveland, Ohio
The Fostoria Inc. Lamp Works,
Fostoria, Ohio
General Inc. Lamp Works,
Cleveland, Ohio
Munder Electric Works,
Chicago, Ill. Central Falls, R. I.

Packard Lamp Works,
Warren, Ohio
The Peerless Lamp Works,
Warren, Ohio
Shelby Lamp Works,
Shelby, Ohio
The Sterling Electric Lamp Works,
Warren, Ohio
Sunbeam Inc. Lamp Works,
Chicago, Ill.
New York City

Electromedical Department for New York Edison Company

A new adjunct to the Contract and In-
spection Department of the New York
Edison Company is the "Electromedical
Department" lately formed to gather in-
formation on this subject and disperse it
among the doctors, nurses and hospitals of
the city.

To supervise this work a trained nurse has
been engaged, and she will keep in touch
with the latest developments of an electro-
medical nature both in this country and
abroad. Data and descriptive matter on
all domestic and foreign electromedical
appliances will be filed in the company's
office and there will be a permanent exhibit
there of many of these devices in use.

The object of this new department is to
interest and familiarize the New York med-
ical profession in the various practical appli-
cations and developments of electricity.
Visits will be made by the nurse to hospitals
and clinics throughout the country in order
to keep informed of all that is latest and
best in the electrical line. And it is be-
lieved that it will materially increase the
consumption of current for medical pur-
poses in New York city.

New Central Station Sign in Louisville

The Kentucky Electric Company of Louis-
ville is putting up an electric sign on the
roof of their new office building which is
notable on account of its size and originality.

The sign contains 3400 lamps and meas-
ures 56 feet in width and 35 feet in height.
Its top rises more than 100 feet above the
street level so that the display can be seen
throughout the retail shopping district.
Most of the household uses of electricity are
well shown by the flashing lamps. In one
of the four circles composing the display a
woman is seen reading under electric light;
in another circle is a woman using an elec-
tric flatiron; in the third circle is a seam-
stress seated by an electrically-operated
sewing machine with the needle flashing up
and down and the cloth advancing in natu-
ral manner; in the fourth circle is a woman
operating an electric vacuum cleaner.

The center display is the outline of an
incandescent lamp with streamers of light
spreading from tip to top. This outline is
10 feet high and 5 feet wide and the stream-
ers have a spread of 12 feet.

One circle after another flashes into view
and the whole is enlivened by a representa-
tion of sparks from whirling dynamos.

S. R. Inch

The Utah Power & Light Company at
Salt Lake City, Utah, is now under the
guidance of Mr. S. R. Inch, recently ap-
pointed general superintendent. Mr. Inch
resigned from his position as manager of the
Missoula Light & Water Company in Mon-
tana to accept this new post.

W. E. McFadden

The Salina Light, Power & Gas Company,
of Kansas, is now under the direction of
Mr. W. E. McFadden, who was formerly
associated with the General Electric Com-
pany in the Kansas district.

J. E. Harsh

Mr. J. E. Harsh has been appointed new
business manager of the City Light & Trac-
tion Company of Sedalia, Mo. Mr. Harsh
has for some time been contract agent for
the Empire District Electric Company, of
Joplin, Mo.

National Cash Registers for Lighting Companies

18-61 5-12 300M

BILL FOR ELECTRIC CURRENT

Consumed from.....

BLANK MFG. CO.,

OAKLAND, CAL.

To Pacific Gas & Electric Co., Dr

METER READINGS	First.....100 k. w. h. at 7c	
	Second.....100 k. w. h. at 6c	
	Third.....100 k. w. h. at 5c	
	Fourth.....100 k. w. h. at 4c	
	Excess of 400 k. w. h. at 3c	
.....000	X.....Constant	
.....000	Watt Hours at 7c	\$
Minimum Bill, \$1.00 per Meter per Month.		\$
Date of payment.....		\$
	Balance \$	
	Total.....	\$ 158.75
Collector		

When paying, bring or send this bill to Company's Office.

Oakland Office, 13th and Clay Sts. Alameda Office, 1336 Park St
Berkeley Office, Oxford and Allston Way.

We credit this Account with amount of payment stamped below.

276 JUL 17 PAID B \$158.75

For the Company. D

BLANK MFG. CO.,

OAKLAND, CAL.

276 JUL 17 PAID B \$158.75

ELECTRIC

This style of National Cash Register is particularly adapted to the needs of lighting and power companies



It is used with success by such concerns as the

Edison Illuminating Co., Detroit, Mich.
 Union Electric Co., Dubuque, Iowa
 Texas Light and Power Co., Dallas, Texas
 Board of Water Commissioners, Detroit, Mich.
 Atlantic City Gas Co., Atlantic City, N. J.
 Elmira Water, Light and R. R. Co., Elmira, N. Y.
 Portland Coke and Gas Co., Portland, Ore.
 Pacific Gas and Electric Co., Oakland, Cal.
 Peter G. Adolph, Lancaster, N. Y.
 The Canadian Western Natural Gas, Light, Heat and Power Co., Calgary, Alta., Canada.
 The Eastern Oregon Light and Power Co., Baker City, Ore.
 Portland Railway, Light and Power Co., Portland, Ore.
 British Columbia Electric Railway Co., Vancouver, B. C., Canada.
 Chattanooga Railway and Light Co., Chattanooga, Tenn.
 as well as by many other lighting and power companies throughout the country.

The amount paid is printed on the consumer's bill in unalterable figures

This stub, which bears the same printed figures as the receipt, is clipped off and remains in the register. It is the certified voucher for the bookkeeper

At the time of receipting the bill and certifying the bookkeeper's stub, the amount paid is added on an adding counter under lock and key. At the close of the day the cash is balanced against this counter. This enforces an accounting for the cash the same day it is received.

This system gives the consumer an unalterable printed receipt, protects the company in case of disputes over amounts paid, provides a constant check against inaccuracies in office records, furnishes a check on the bookkeeper's postings and gives the manager immediate control over all receipts.

It is readily adapted to the needs of companies of any size.

Write for full information

The National Cash Register Company
 Dayton, Ohio

"Store Lighting in and out"

We have just published a new issue of

ELECTRICAL PROGRESS

It's a *Store Lighting Number* written to convince your merchants—big and little—that better store lighting, better window lighting and better electric signs will bring them more and better business.

It tells them what better store lighting is—why it is essential. It is a little magazine that will create more business for you.

Send a copy of this issue of *Electrical Progress* to every storekeeper in your territory. Mail it to him. Let your salesmen drop in on a friendly visit and leave it in his hands. The pictures and the short articles will appeal to him. He'll read it. You'll get the benefit.

If you haven't seen a sample of this issue drop a line.

THE RAE COMPANY

Publishers

17 Madison Avenue

New York City

ELECTRICAL MERCHANDISE AND SELLING ELECTRICITY

JANUARY, 1913

CONVERTING THE HEATHEN.

In all this wordy fanfare on co-operation, a single thought stands out:—

Co-operative development means simply a united effort toward popular education in matters electrical.

The first and the final object is more business for everybody. Unless there is more business for all, co-operation collapses and becomes an empty hope, for obviously co-operators cannot live on each other.

So we see in the plans of the Society for Electrical Development and in such work as that of the National Electric Light Association and the Electrical Development Association of Boston, the most tangible evidence of practical activity lies in publications issued in the hope of converting the heathen.

Now nobody will deny the electrical industry the right to develop business in any manner that may seem effective. The bigger the business the greater the general prosperity and the wider the opportunity for everybody in that business. It is not only our privilege—yours and ours—but it is our duty to fall into step with the march of co-operative development and to give what force and impetus we can to the movement.

But here is a fact:—

We, the publishers of this paper, publish also certain booklets devoted to popular electrical subjects, notably the *Electrical Progress* booklets and *Electric Service*. These are well-established issues of which many hundreds of thousands have been purchased by central stations and electrical contractors and dealers for general distribution to the public. They have done a great work in educating the public to a wider use of electricity. They represent, to the publishers, a very considerable investment both of money and of energy. Many issues were published at a loss, because in any pioneer work such losses are inevitable.

Now comes the Electrical Development Association of Boston with a publication in direct competition with these booklets of ours—and competition of a sort that cannot be met on any commercial basis. It is a monthly syndicate house organ, offered at "much less than actual cost," which the

Association says "will help sales more than three times as much spent in poorly printed or poorly handled syndicate advertising bulletins."

Here are some of the arguments advanced in the Association's circular:—

"You could not possibly get your printer to supply as good advertising—printing alone—for double and treble this price, unless large quantities were bought."

"Remember—This Association is not trying to make a profit. Our aim is to help you boost your business at the lowest possible cost to you."

"Co-operate — Co-operate—Co-operate. Meet this association half way. Never was better or more effective advertising offered to you at any price."

As a matter of fact the bulletin proposed is not cheap. It is higher in price than our publications. But that is not the point. For consider: Here is an association, embracing practically the entire electrical industry of New England, gathered together for mutual help. And the strongest visual evidence of its existence is an expensive syndicate bulletin that duplicates and competes with the efforts of established publications.

Is there nothing else this great association can do? Does the publication of syndicate advertising represent their aim? And why, pray, should a co-operative association make unfair competition its first act? Why, in the sacred name of co-operation, should the publishers of Electrical Advertising be "the goats?" Surely there is other and more important work than the elimination of established publications in favor of association publications.

The reason this competition from co-operative associations is so serious to us is not because we cannot produce better advertising matter and bulletins at equal or lower price, but because members feel a loyalty to the associations and will patronize them as against any publisher. Price and value are not the test—loyalty is the test. The association says, "Co-operate: meet this association half way. Remember the association is not trying to make a profit." What chance has an individual publisher to meet such competition even though his wares be twice as good at half the price?

It has been suggested that such publications help ours by widening the demand for educational advertising matter. Our reply to that is to ask whether Central Station men welcome competition on the assumption that it will stimulate the demand for current?

It has also been said that we should seek co-operation by showing ourselves to be co-operators. To which we reply that we have given liberally of our money, our time and our brains—which latter are our stock-in-trade—and feel that we should not be compelled to come a-begging for the mere privilege of serving the industry.

The whole proposition simmers down to this: There are to-day several publishers

of central station and contractor's advertising who are working faithfully to develop their own business by helping to develop the industry. The competition of any co-operative association means that these publishers will be driven to other fields for business and profit.

The theory upon which this association bulletin is produced is exactly the theory of municipal ownership. The association believes it can produce advertising cheaper because there is no profit to consider. We all know that municipal ownership is a fallacy—a theory that doesn't work in practice. We all know that nothing but the stimulus of profit will give efficiency, economy and quality of service.

But after all, this question of whether associations shall enter the publishing business is secondary to the question—Is the publication of advertising matter the only important work these associations can find to do? And if not, then why should they go into the advertising business any more than into the business of manufacturing lamps, motors and heating appliances?

Of course we are excited over the subject. It means bread and butter or gasoline and bubble-water to us. We know that sooner or later the logical and right answer will be found to the problem. We don't think the association should go into the publishing business. What do you think?



Vital Facts

6,000,000 horsepower has been developed in the United States from our rivers. 30,000,000 horsepower is going to waste for lack of development.

In the great hydro-electrical developments in the far west, electricity is transmitted at 145,000 volts. In ordinary residence lighting the current is rated at only 110 volts.

Denver, Colo., according to statistics, used more light in proportion to its population than any other city in the country: 3 candle-power per head. Boston comes next with 1 candle-power per nose.

Over 58,000 patents on electrical subjects have been issued by the authorities at Washington; of these, 700 have been awarded Thomas A. Edison.

Between the Atlantic and the Pacific, and the Great Lakes and the Gulf, there are in use more than fifty million incandescent lamps and over 800,000 arc lamps.

Over \$6,000,000,000 is invested in the electrical business in the United States; this large investment has been piled up during the last thirty years.

ELECTRICITY, carrier of Light and Power
Devourer of Time and Space;
Bearer of human speech over land and sea,
Greatest servant of man—itself unknown.

Electric Equipment Aids Christmas Charity

More Interesting News of the Clement Service Table

Every year in New Orleans there is a Christmas Charity to act the part of Santa Claus and to provide playthings for the poor children. It is called the Doll and Toy Fund and the whole city takes an enthusiastic interest. Society folk give an amateur play, cash contributions come in from all sides, merchants donate all manner of things to be sold for account of the Fund, and by Christmas there are several thousand dollars available to make the children happy.

This year a special electrical donation was arranged through the efforts of Mr. W. E. Clement, commercial agent for the New Orleans Railway & Light Company. Contributions from the manufacturers of electric household appliances were bulked together and served to add several hundred dollars to the Fund. There was a Clement service-table donated by Mr. Clement, a cigar lighter, coffee percolator, hot water cup, and luminous radiator from the General Electric Company; a chafing dish, flat iron and toaster from the Westinghouse Electric & Mfg. Co., a heating pad, disc stove and curling iron heater from the Interstate Electric Company; a coffee machine from the Universal Electric Heating Co., a water heater from the New Orleans Railway and Light Co., a corn popper from the Consumers Electric Light & Power Company, an electric fan from the Electric Appliance Co., combination chair-side reading light from Standard Electric Co., a tea kettle from the Electric Supply Co., a sewing machine motor from Woodward Wegtil & Co., and a table reading lamp from the Hartwell Co. This donation, the appliances together with the service-table, made a very complete electrical equipment for a

home and was placed on display, connected and operating in a prominent store window. The illustration is reproduced from a photograph of this window.

This service-table promises to provide a very interesting solution of the problem of

table selling the other two. We have been able to interest the Doctors readily, although no special effort has been made, and during the past week we received three prospects through them.

"In addition to having a table connected up, and on display in the window of one of our most important electric supply houses and one in our office, we have an agency with one of the largest department stores in the



The window display of the service table and appliances donated for the Christmas charity

connecting small installations. It offers a thin-edged entering-wedge that leads to complete service in homes where it is otherwise impossible to secure a contract. As the ingenious invention of a central station commercial man the Clement service-table is of particular interest and was described in a recent issue of **ELECTRICAL MERCHANDISE**. The following extracts from a recent letter of Mr. Clement's give further details of its development. He writes:—

"In one large boarding house, we received orders for three tables, two of which are now installed, the first

City, where the device is on exhibition and where sales are actually being made with ease. This department store is showing the table both with the usual home appliances, and also in connection with a Copeman electric stove,—the department manager is very enthusiastic over the possibilities of the new device which is easily explained when we consider the field open to him and the fact that the price to his concern is fixed, covering installation in the home. He in turn can make this proposition to prospective customers without fear of getting into trouble on the question of wiring.

"We have already taken the matter up with different concerns here, who sell electric driven meat choppers, coffee grinders, cash registers and pianos, offering them a discount on the table based on their being installed in the customers' premises for a straight price. This proposition seems to them to fill a long felt want. The manager of an enterprising concern here representing motor-driven meat choppers and coffee grinders stated to me personally that in certain instances he intended 'giving away' tables in order to get the sale of his apparatus. It seems that quite often sales are blocked on account of prospective customers not being equipped for electricity and not willing to wire."

"The Element Electric Service Tables are being manufactured and installed for us by the Electrical Development Co. of this City, who purchased the rights covered by the patent application, and is now manufacturing, selling and installing the tables, placing them both on the cash and installment plan. The device is installed in the home complete for the sum of \$17.50, which allows a commission to the salesman and a fair profit besides. We find the work of actually placing the table in position and connecting it up can be done for less than we figured,—you will be surprised when I state that our method is such that the tables are being connected in upstairs apartments in the residence district at a cost to us of about \$1.00 each. When placed on the first floor the cost is approximately \$2.50 each on account of the additional wire and labor. This however, is due somewhat to our plan of sending out a wagon load at a time.

"The popularity and rapidly decreasing cost of the small current consuming devices, in a degree furnishes the key to the situation. The service-table when connected in the living room, will be the opening wedge for later introducing electric service throughout the entire apartment or home. The campaign we are now planning and for which the time is ripe, we believe will result in the placing of thousands of Tables together with the attendant sale of many reading lamps, irons, fans, grills, sewing machine motors, vacuum cleaners, and other electric home comforts.

"The Electric Service Table in itself comprises a complete service equipment, and is directly connected to the company's service wires. The meter main switch and cutouts are installed within a metal box beneath the table, and are rigidly attached to the conduit, through which the service enters the building. The table is made in mission style and provides receptacle-outlets for connecting a variety of electric appliances, which by the use of extension cords can provide for the use of the vacuum cleaner and other apparatus in adjacent rooms. The table outfit is approved by the Underwriters."

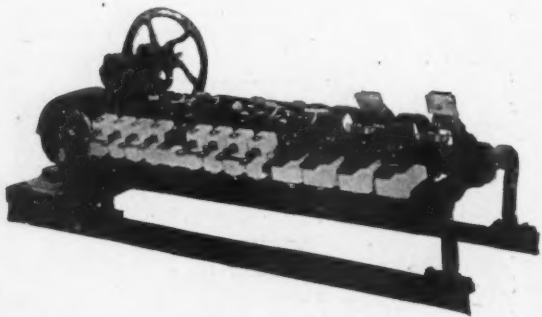
Flashers vs. Central Stations

Jan. 1913

Current Events

No. 7

Recently the new Business Manager in a large Southern City wrote the sign company who was building the displays, in substance as follows:—



"If you want our co-operation, don't send any more Flashers, to this place. If necessary pay more and supply BETTS FLASHERS. We have been TRYING ONE OUT and know that they are SUPERIOR TO THE OTHERS, etc."

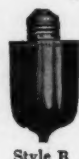
Many think that because our machines are so much better, they cost more. They don't. Our simplified method makes many cost less. This photograph shows our new Killark Flipoff which practically eliminates the arc at the break and which is attached to every switch carrying over 15 amps. If you have a Flasher carrying an unusually heavy load, you are having trouble. Replace it with a Betts Flasher equipped with Killark Flipoff and note the difference.



Style A

BEWARE OF INFRINGING
COLOR CAPS.

A detachable spring supported **COLOR CAP** has recently appeared upon the market. We claim it infringes upon our letters patent. The **TRADE** is cautioned therefore, to ascertain before buying, if it infringes upon our patents. Suit has been instituted and notice served upon Company offering same.



Style B

BETTS & BETTS

Largest Manufacturers of Flashers; Electric Clocks and Sign Accessories in the World.
254 W. 55TH STREET, NEW YORK, U. S. A.

On the Subway

Code Word, "Bettsonia", W. V. Lieber's and Private Codes Used



Motor Truck Development

According to the publicity department of the commercial vehicle section, National Automobile Shows, there are 50,000 motor trucks and delivery wagons now in use in the United States. This estimate is based upon the 30,000 which carefully compiled reports showed in use at the beginning of the year and the fact that state and city registrations of motor vehicles compared with those of a year before prove that the number of these vehicles is doubling annually.

It is stated that the total average cost of operation and maintenance of gasoline machines ranges from about \$8.50 per day for a one-ton truck to \$18.50 a day for a 10-ton truck. The average for electric vehicles is approximately two-thirds of these figures, but their mileage is proportionately less.

The range for a one-ton gasoline truck is 100 miles or more, and for a five-ton truck 50 miles, so the electric truck even with two-thirds this ground-covering capacity would be sufficient for all ordinary delivery work. For the one-ton capacity, its average operating and maintenance cost is only \$5.67 per day, or \$2.83 per day less than for the one-ton gasoline truck.

It costs a little more than \$5.50 a day to keep and use a one-horse outfit, and \$8.50 a day for a two-horse team, but a horse or team cannot average more than 15 miles a day against the 33 miles for the five-ton electric and the 66 miles for the one-ton electric.

Rapid as has been the yearly increase in the number of pleasure automobiles, the percentage of increase in trucks and delivery wagons has been almost twice as great. There are more makers of commercial cars in America now than there are manufacturers of pleasure vehicles, the list comprising more than 300 names. Fully one-third of these will display their new models at the national automobile shows in New York and Chicago from January 20 to 25 and February 10 to 15, respectively.

Motor vehicles are used for industrial, commercial, municipal and federal purposes by more than 250 distinct lines of business. More than 4000 are operated in New York City and more than 2000 are registered in Chicago.

"Electrical" Restaurants in Europe

Where electrical energy is available at low rates, electrical restaurants have already made their appearance. Two eating places of this kind have recently been opened abroad,—one in London, England, and the other at Gartenfelde, Germany.

The English restaurant flourishes under the name of "The Tricity House." It is equipped entirely with electrical cooking apparatus, including ovens, grills, water heaters, coffee percolators, etc., and lunches and teas are provided at prices which compare favorably with any restaurant of similar class.

Displayed on a side counter are the electrically cooked dishes, and behind this is the cooking outfit, with switches and red pilot lamps, and with cooks in charge. Meals are served on the ground floor, in the basement, and on the first floor. The main kitchen, however, is at the top of the building, with subsidiary cooking apparatus on each floor. The lighting, heating, and ventilation are also accomplished electrically.

The German restaurant is designed to serve about 300 people and contains the following equipment:—two stoves directly

Your Customers Will Appreciate This Convenient Electrical Device

The J-M Electrotherm is rapidly taking the place of the troublesome, old-fashioned, unsatisfactory hot water bottle in thousands of homes, hospitals, etc., by reason of its instant availability, greater convenience and the fact that it can be regulated by means of a switch to continuously produce any desired degree of heat.

Because of this "heat control" feature, the Electrotherm is adapted to the treatment of innumerable ailments requiring varying temperatures. Invaluable in cases of pneumonia, neuralgia, bronchial affections, rheumatism, dyspepsia, etc.

J-M Electrotherm Heating Pad

consists of a thin, light and flexible sheet or pad containing wires insulated and protected with Asbestos. When attached to an ordinary incandescent lamp socket, it offers sufficient resistance to the current to produce a constant and uniform degree of heat.

Made for any voltage, from 7 to 125 volts, and can be used with either direct or alternating current.

Also comes in the form of blankets, collars, caps, chest and back pads, mats for operating tables, sweating jackets, etc. Write nearest Branch for Illustrated Booklet.

H. W. JOHNS-MANVILLE CO.

Albany
Baltimore
Boston

Buffalo
Chicago
Cincinnati

Cleveland
Dallas
Detroit

Indianapolis
Kansas City
Los Angeles

Louisville
Milwaukee
Minneapolis

New Orleans
New York
Omaha

Philadelphia
Pittsburgh
San Francisco

Seattle
St. Louis
Syracuse

For Canada—THE CANADIAN H. W. JOHNS-MANVILLE CO., LIMITED,
Toronto, Montreal, Winnipeg, Vancouver

1887



OUTDOOR ADVERTISING EVERYWHERE

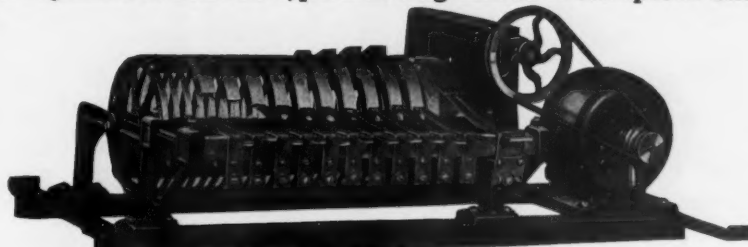
The O.J. Gude Co., N.Y.

Originators of Spectacular Electric Sign Advertising, and of the
"Great White Way," New York City

Owners of Electric Moving Sign U. S. Patent No. 648,677

RECO FLASHERS

Have adjustable contacts, permitting minor or complete changes



RUGGED—SIMPLE—TROUBLE PROOF

LAMP



HOODS

Best quality

Natural glass

FOR COLOR EFFECTS IN ELECTRIC DISPLAYS

Reynolds Electric Flasher Mfg. Co.

Largest Manufacturers of Flashers in the World

Also Manufacturers of Billboard Reflectors, Time Switches, Transformers, Window Displays, etc.

617-631 W. Jackson Blvd., Chicago

1123 Broadway, New York



Every time you have a brain-throb—
a hunch that works—and wins—

Packard

TRANSFORMERS

Have been leaders since pioneer days
and

PACKARD INSULATION

Including Insulating Cloth, Tapes and Varnishes

Explains Why They Lead.

Our circulars give other reasons.

THE PACKARD ELECTRIC CO., 342 Dana Ave., Warren, Ohio



Independent Foundry Company

Portland, Oregon

connected with two heating cabinets, with a total maximum load of 15 kilowatts each; one coffee percolator of 35 liters capacity, 1.7 kilowatts; one water kettle of 35 liters capacity, 3.8 kilowatts; three round frying pans, 35 centimeters in diameter, 2.2 kilowatts each; three square frying pans, 40 by 25 centimeters, 1.32 kilowatts each; three frying pans 50 by 34 centimeters, 1.76 kilowatts each, eight pans with capacity of 15 liters, 2.6 kilowatts each; eight pans of capacity of 35 liters, 4.2 kilowatts each.

If all the electrical cooking apparatus in this German restaurant were in use at the same time they would require 95 kilowatts, but the average consumption, of course, is much lower than this.

The kitchen table is built of stone, topped with enameled plates, and connections are made with flexible cords conveniently arranged. Pans with double nickel-plated sides are used; these can be heated in four steps with elements both at the bottom and at the sides. The stoves and heating cabinets are mounted side by side, or above one another, to reduce radiation losses. The stoves can be heated either from the top or at the bottom, and like the English restaurant all the auxiliary apparatus is operated electrically.

In these restaurants no matches are used to start a fire, there is no fire risk, no danger of gas leaks or explosions. The juices of the cooked meat are more perfectly conserved and the meat loses less weight than in any other type of heated oven. With these advantages, coupled with the convenience and economy of time, electrical restaurants will undoubtedly come into general use not only in Europe but in America as well, just so soon as central stations provide a separate "heating circuit" with separate meter and sell current in this circuit at a lower rate than for lighting. An incentive of this kind would undoubtedly go further toward popularizing electrical restaurants and electric cooking in general than all possible extensive and expensive advertising of separative cooking devices.

Clean up the Glassware

Why is it the average housekeeper—or the average storekeeper, and the average office building superintendent pay so little attention to keeping electric incandescent lamps and reflectors free from accumulations of dirt?

These same persons, as a rule, are over-particular about the cleaning of windows, to let in plenty of natural light, which as a general rule costs nothing. Yet, when it comes to artificial light,—weeks, months, and sometimes years go by without the application of soap and water to electric lighting glassware. Even the old kerosene lamp chimney and shade were rarely, if ever, subjected to such an insult.

Perhaps dirt on an ordinary window pane or on a lamp chimney can be more readily seen and reached than on electric illumi-

It's a DOLLAR IDEA—send it in;
then watch for the green dollar bill



nants as they are usually placed, but whatever the cause, it does not help the matter from an electric lighting standpoint.

It has been found by actual tests that if reflectors are not cleaned at fairly short intervals, upwards of 40 per cent of their reflecting efficiency is lost, and electric lamps depreciate from 15 to 20 per cent in illuminating efficiency under the same conditions.

Although it is a rather delicate matter for electric light companies to accuse their customers, especially housekeepers, of uncleanliness, it is nevertheless an important one to bring to their attention, especially when complaints come in that the light is poor or the bills high.

It is perfectly natural, where dirt on the lamps or reflectors cuts down the lighting intensity, for customers to turn on more lamps to secure the desired illumination strength and this of course means higher lighting bills. How much more satisfactory would it be for all concerned to have the lighting glassware thoroughly washed every few weeks!

Plain soap and water are good for the purpose, but there are special cleaning compounds on the market that are much better. Soap often leaves a dirt collecting film on the glass which dims that crystal brightness. The cleaning compounds referred to are for the most part free from this defect and consequently preferable in that the glassware remains cleaner for a much longer time.

Ozone for London's Underground Railway

The Central London Railway, which runs a distance of nearly seven miles under the center of London, England, comprises two separate tunnels—one for the "up" lines, and one for the "down" lines. These tunnels are inter-connected at several points so that trains can pass from the one to the other, but while this is convenient from a traffic standpoint it greatly complicates the ventilation problem.

An elaborate electrical equipment has recently been installed to provide a continual influx of fresh air treated with ozone to purify and improve its quality. The system consists of an electrically driven fan which draws in air through a moistened filter screen that removes the dirt and absorbs the ammonia and sulphurous gases. The cleaned air then passes into a mixing chamber where it is purified with ozone generated from a current of 5000 volts which has been stepped up from 380 volts, this latter being supplied by a small rotary converter run from the supply mains.

From the mixing chamber, the ozonized air is forced by the fan into the main air trunk which extends throughout the system and has air outlets at various points. The proportion of ozone and the volume of air supplied can be regulated from the switchboard controlling the equipment. This new installation has just been completed.

A Dependable Heating Unit

TRADE MARK



Helion is a resistance material capable of withstanding high temperature without deterioration. It has been adapted by us successfully for the heating elements of

Electric Luminous Toasters — Electric Cigar Lighters
Price \$3.50 Price \$3.00

and

Electric Flat Irons

The Helion Flat Iron has two heats—controlled by the knob under the handle.

The 6-lb. Helion Iron retails for \$3.75 (complete). Guaranteed for five years.

Send for circulars.

Helion Electric Company
Newark, N. J.



6-lb. Helion Flat Iron

WHY NOT GET the MERCHANTS

of your city interested in ornamental street lighting?

Start Something

either with the Merchants' Association, Board of Trade or Boosters' Club or as a straight better-lighting - better - business campaign.

We can send you data that will start it, push it, and get it. Write for it.

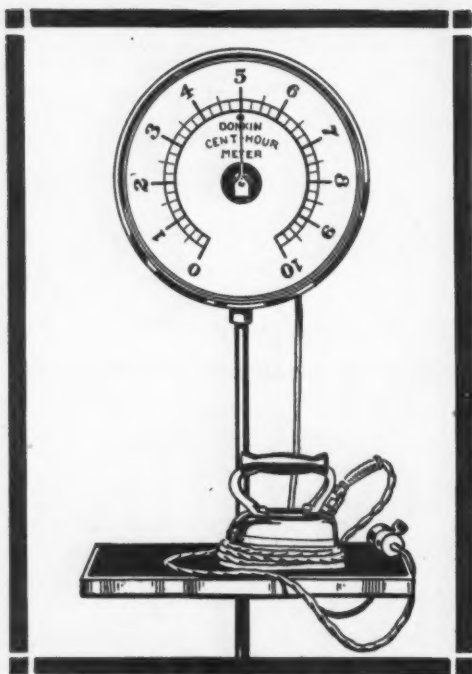


New Haven, Conn.
An installation drawing
Street Lighting Committees from all over the country.



Lockport, N. Y.
Bracket on existing
trolley poles without
removal of overhead
wires.

ORNAMENTAL LIGHTING POLE
POLES FOR ALL TYPES OF LIGHTING
118 Liberty Street, New York City



Get People Interested in the Small Cost of operating Electrical Devices

THERE is a general belief that electricity is too expensive. Teach people that it isn't. Every single customer who enters your display room should come away feeling that there are many electrical devices which he can afford to use.

To get his attention point to the Donkin Cent-Hour Meter and connect up some device for the purpose of explaining the meter. Then connect another device, and another. Your customer will be interested first in the meter, then in the devices and the small cost of operation. This is a fine way to educate people up to the fact that they can afford a more extensive use of electricity.

Every display room in the country should have a Donkin Cent-Hour Meter for educational purposes and to clinch sales.

A great many are already supplied and as many as are will tell you that the Donkin Cent-Hour Meter is a fine investment. Every day you put off ordering yours means a day deducted from the service to be gotten out of it, for it is a device that will last you for years and years.

Send for folder entitled "Teaching People That They Can Afford a More Extensive Use of Electricity."

Harbrook Service Company
Westinghouse Building
Pittsburgh, Pa.

Electric Trucks for the Fire Department

When the Electric Motor Car Club of Boston met at the Boston City Club on December 5th, a large part of the meeting was given over to a discussion of the electric truck in its relation to fire department service.

Mr. H. B. Church of the Couple-Gear Freight Wheel Company, of Grand Rapids, Michigan, pointed out that a 10-ton ladder truck in use at Springfield, Mass., was capable of running 27 miles per hour, this high speed as compared with heavy trucks for industrial service being realized by the use of a large battery working for a short time through a highly efficient motor drive. Of course, it is unusual for a run to exceed ten or fifteen minutes; moreover, it would not be feasible to maintain such high speeds over a protracted period.

At Brooklyn, N. Y., a 15,000-pound steamer equipped with two Couple-Gear wheels runs at a speed of 20 miles per hour, and at a recent alarm it ran three-quarters of a mile and turned seven corners in two minutes, while a two-horse hose wagon from the same house consumed four minutes in the same run.

Mr. Ira Miller of the same company

stated that propositions for the complete electrification of fire departments were now being presented covering 87 pieces at Buffalo, N. Y.; 32 pieces at Worcester, Mass.; 18 pieces at Bridgeport, Conn., and 28 pieces at Hartford, Conn. It is estimated that in each of these cases the cost of the change will be paid for by the savings resulting within five years. The underwriters are also showing much interest, as it means a great reduction in fire losses together with decreased operating costs within the department. They are therefore offering reduced rates in municipalities equipped with motor-driven fire apparatus.

R. S. Johnston

Owing to the resignation of Mr. W. C. Duncan, Mr. R. S. Johnston has been appointed new-business manager of the Parsons Railway & Light Company, at Lawrence, Kansas.

H. G. Overbeck

Mr. H. G. Overbeck has been made secretary, treasurer and general manager of the Glenwood Light & Water Company, of Glenwood Springs, Colorado, to fill the vacancy caused by the death of Mr. F. H. A. Lyle.

Irving P. Lord

Mr. Irving P. Lord has bought out the other shareholders of the Waupaca Electric Light & Railway Company, of Wisconsin, and is now practically sole owner as well as president and general manager.

H. L. Heffner

Owing to the resignation of Mr. A. W. Lindgren, Mr. H. L. Heffner has been appointed manager and superintendent of the Huntington Beach Electric Light & Power Company, of California.

C. C. Henderson

Mr. C. C. Henderson is now president of the Alabama Light & Traction Association as well as president of the Henderson Light & Power Company, of Greenville, Alabama.

L. E. Butler

Mr. L. E. Butler has succeeded Mr. A. W. Wagner as manager of the Huron Light & Power Company in South Dakota.

J. W. Mattimore

Mr. J. W. Mattimore has been made superintendent of the Consumers' Power Company, of White Bear Lake, Minn., to succeed Mr. H. B. Meacham.



Double Duty of a Hat Cleaner's Motor

An enterprising hat cleaner in a western city uses the electric motor which drives his polishing block to do double duty as an advertising medium to attract the attention of passersby.

Auxiliary shafts and belting reach out from the rotary polishing block he uses, and by means of these he whirls in a couple of hats on the outside of his display window, keeping the hats in motion off and on all day and with but little additional current consumed.

Do You Want Two Lights

From One
Socket?

BENJAMIN PLUG CLUSTER

doubles the capacity of your sockets by doing the work of two. You may attach a portable lamp, fan, cigar lighter, motor-run machine, vibrator, etc., and be able to burn your lamp at the same time.

There is no wiring to be done. It simply screws into the socket.

Write for our list of lighting specialties.

Benjamin Electric Mfg. Co.
CHICAGO

120-128 So. Sangamon St.
New York, San Francisco



Sign Transformers



You
cannot
buy
better
at any
price

They
are
right
all
the
time

No SIGN TRANSFORMER will give you better service or more satisfied customers than

PEERLESS

THE ENTERPRISE ELECTRIC CO.
WARREN, OHIO

The Most Efficient Enclosing Glassware in the World

THE HOLOPHANE REALITE

is the most efficient totally enclosing glassware in the world



It is also one of the most attractive standard units on the market.

It is moderately priced, allowing a good profit to the trade.

Early in January we will open an aggressive campaign to sell Holophane Realites to department, dry goods, and other high-class retail stores throughout the country. Wherever a dealer, jobber, or fixture house indicates a willingness to work with us in this campaign we will be glad to co-operate and throw the full force of our advertising and sales effort toward developing the business on a mutual basis. Will you join us? Write for details.

HOLOPHANE WORKS

OF GENERAL ELECTRIC COMPANY

CLEVELAND, OHIO

New York

Boston

Philadelphia

Chicago

San Francisco

Holophane Co., Limited, Toronto, Canada



A Rack for Advertising Matter

FROM ED. QUILLAN
Henry L. Doherty & Co., New York City

In several of our properties we are using an application of the railway time table rack to utilize the many classes of manufacturer's literature that is of real value to us if we can get it into the hands of the consumer. Usually it is arranged in piles on tables where it requires constant attention to keep it from looking dusty and is hard to get at.

We have built racks like those used in hotels for holding time tables, and set them up beside the cashier's window so that all the printed matter is in plain view and handy as the customer waits for change. We keep it full and dust it daily and find that it serves to distribute a surprising quantity of useful advertising.

Our racks are built 4 feet 6 inches high, 31 inches wide and 1 foot 10 inches deep at the bottom. There are two rows of pockets 4 inches wide, two rows of pockets 5 inches wide and one row 7 inches wide.

Progress of Electricity in Textile Mills

Practically all the new textile mills in the South are driven by electricity, the current being supplied at very attractive rates by such large power companies as the Southern Power Co. and the Central Georgia Power Co. Of the new textile buildings in the North that have been equipped for electric drive, the Pacific Mills Print Works stands out conspicuously.

As suggestive of what has been done in the changing from a mechanical drive to a motor drive, the case of the Bigelow Carpet Co., Clinton, Mass., may be noted. The four weave mills, No. 1, 2, 3, and 4, were formerly belt-driven with power supplied from two simple non-condensing engines that have been dismantled and the entire mills are motor-driven with alternating current supplied from the central power plant erected in 1910.

A Made-in-Minneapolis Exhibit

FROM A. LARNEY

The Minneapolis General Electric Co., Minneapolis, Minn.

Under the auspices of the Civic and Commerce Association, the manufacturers and merchants of Minneapolis recently held a "Made In Minneapolis Week" celebration, during which time some of the principal retail streets were roped off and all kinds of machinery, farm implements and other mechanical devices were displayed on the streets along the curb for several blocks, and in addition all the retailers surrendered their windows to the manufacturers who set up something like 400 novel displays consisting of working models, demonstrations and various attractive exhibits of their products. The Show on the whole was very successful, attracting thousands from the outlying districts and incidentally arousing local citizens to the fact that many articles having a national sale are made in Minneapolis, though entirely unknown to them.

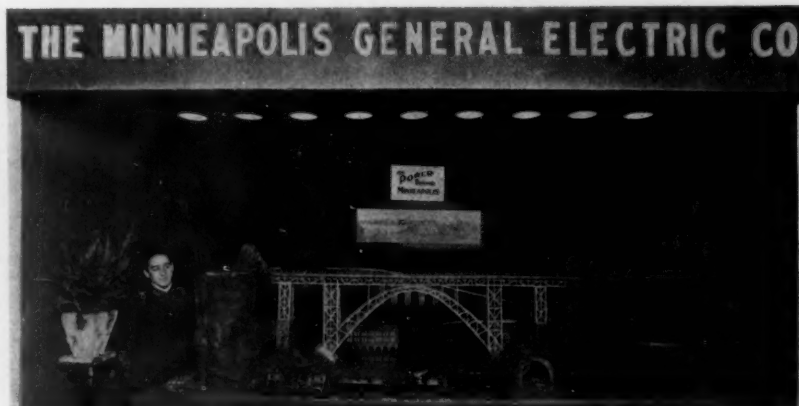
We desire to contribute if possible to the success of these window displays and prepared what we considered more or less of an original and novel window display. We made a miniature scenic effect 16 feet in length, to fit inside one of our plate-glass windows and consisting of a series of tunnels, trestles and mountain effects. In the center

facing the window was a high trestle and in back a rather large lake, at the end of which we had one of the local scenic painters reproduce from a photograph, a model of our 25,000 hydro-electric development at Taylors Falls, Minnesota. There was also a miniature dam and by means of a concealed centrifugal pump and a circulating water system, we kept the water flowing continuously over the dam. Within the power house we had a number of miniature lamps which gave a very good illumination effect, and over the building a small glass transparent sign, reading "The Power Behind Minneapolis."

In order to connect this display with a "Made in Minneapolis" celebration, we used an electric engine and a long train of flat cars which were loaded with miniature packages of local productions such as "Gold

Medal Flour," "Munsing Underwear" and "Occidental Flour." On the hillside of either end of the trestle we erected model bulletin boards, painting on one "Made in Minneapolis and Sold Everywhere," "See

and cut in and out by means of a revolving flasher. As each succeeding figure was cut in, the eyes winked and the meter indicator jumped back or forward to show in cents per hour how much it costs to use the par-



This exhibit created great interest. Cars were loaded with "Made-in-Minneapolis" merchandise

POSITIONS OR MEN WANTED

The rate for "Positions or Men Wanted" advertisements of forty words or less is one dollar an insertion; additional words, one cent each; payable in advance. Remittances and copy should reach this office not later than the 15th of each month for the next succeeding issue.

Replies may be sent in care of Electrical Merchandise, 17 Madison Avenue, New York City.

Woman of ability, with seven years' experience in selling and demonstrating electric household devices, wishes to locate with a progressive central station; or will do special work. Best of references. Address, Mrs. L. M., General Delivery, Lancaster, Pa.

WANTED

Salesmen — Central Station Solicitors

To become Illuminating Engineers by our special system—taught by mail.

Why work for seventy-five dollars, when hundreds of Illuminating Engineers are making one hundred and fifty dollars a month?

What is your salary, Mister Man?

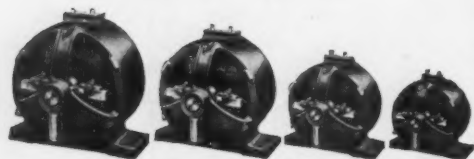
Our Association is composed of Illuminating Engineers who are past graduates of the General Electric and Westinghouse Illuminating Engineering Schools.

Write today for our Special January terms. Certificates awarded to those who graduate. Technical knowledge not necessary.

Illuminating Engineering Association

Boston, Mass.

When in need of a Small Motor, buy of a Concern that Specializes in these Sizes



PEERLESS

Motors range in size from 1-30 to 30 H.P. and are guaranteed for one year

The Peerless Electric Co.
Warren, Ohio

Civic and Commerce Association," and on the other board "Manufacturers—Locate in Minneapolis Where Exceptional Advantages and Inducements Await You. See Civic and Commerce Association."

The trains operated continuously winding their way over the hills, through tunnels over trestles and around the lake at various levels, proving to be one of the most attractive and best advertising stunts that we have ever devised. During the week we received a special request from Mr. Louis W. Hill to loan this exhibit to be displayed at the Northwestern Land Show. This picture was photographed at the Land Show.

The United States draw 36,000 cubic feet of water a second from the Niagara River for power purposes and Canada draws 20,000 cubic feet. Although this produces no appreciable effect upon the flow or the beauty of the cataract, it is sufficient to give 790,200 horsepower of electrical energy—the theoretical fuel value of over 14,000,000 tons of coal.

A Window Display in Manchester

This photograph was recently taken in Manchester, New Hampshire—the window of the Manchester Traction, Light & Power Co. Five "Winking Willies," a Donkin watt-hour meter and five domestic appli-

cular home comfort presided over by the "Willie" winking at that moment. On display are a toaster-stove, a flat iron, a luminous radiator, a coffee percolator and a small pressing iron.

This display was in operation during the Christmas shopping days, while the other window was given up to a Christmas tree. The combination proved most appealing and profitable.



A New Field for the Electric Heater

The Van Dyck Gravure Company of New York, is noted for the delicate color printing turned out, but has experienced trouble in cold weather from chilled ink and chilled prints.

Although various heating methods have been tried, it has been found that an electric heater is the only apparatus that would produce satisfactory results. Accordingly, a special 2000-watt regulator heater has been installed directly under the ink receptacle of the press. This warms the ink and radiates sufficient heat to prevent the prints becoming chilled.



A central station window that demonstrated the per hour cost of each appliance displayed

ances made up the attraction and it proved most interesting and effective.

As is apparent in the picture the five "Winking Willies" have electric lamps projecting from the eyes and are each in circuit with an appliance and the watt-hour meter,

H. D. Frueauff

Mr. H. D. Frueauff is now general manager of the City Light & Traction Company, of Sedalia, Mo. Mr. Frueauff was formerly associated with the Pueblo Gas & Fuel Company, of Colorado.

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Electrical Department of the Toledo Auto and Garage Co., Toledo, Ohio

How Would You Like to Have the Charging of this Garage?

Mr. Central Station Manager, suppose there was *just one* Electric Vehicle garage like this in your territory—or several smaller ones of equal total car capacity. Wouldn't a business like that help to fill up the valleys on your load chart—increase your operating efficiency—effect economy? Then why not start in right now to interest your public in the superior advantages of the Electric Vehicle? Surely, the benefits you will derive from the increased use of Electric Vehicles are well worth the slight effort it will take on your part. Conditions were never more favorable for an active Electric Vehicle campaign.

Foster Electric Vehicle Garages as Well as Electric Vehicles

Besides pushing the use of Electric Vehicles, it will pay you to see that there are proper garage facilities. Help the garage men along. They will appreciate your assistance—and will help you to popularize the Electric. If necessary you can profitably conduct a public garage under your Central Station's name. It will have splendid advertising and "good will" value, besides being of immense service to the public.



We are conducting a nation-wide campaign of publicity on behalf of the Electric Vehicle—pleasure and commercial. We will gladly show you how this national campaign can be made of immense individual benefit to *your* Central Station. Why not write for particulars? You surely should do this today.

ELECTRIC VEHICLE ASSOCIATION OF AMERICA
 BOSTON NEW YORK, 124 W. 42nd St. CHICAGO (36)

VALENTINE ELECTRIC SIGNS

Striking
in
Appearance



Practical
in
Design

Are Worked on a Central Station Co-operative Plan

It won't cost you a cent to load your wires to the limit with electric sign business if you co-operate with us.

We design and put up the signs—you furnish the current—your customers pay for both. We ask only a fair price for the signs.

Your revenue from lighting the signs will last for years because they will be permanent signs and will produce satisfactory results.

Let us tell you how we have helped other central stations get sign business, one to the extent of 70,000 lamps.

→ Write us to-day ←

Valentine Electric Sign Co.

Atlantic City, New Jersey